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LANSING

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DIRECTOR

**DATE:** December 1, 2009  
**TO:** Detroit Hospital Food & Nutrition Directors  
**RE:** New Market Development Handbook  
**FROM:** Kristine Ranger, Manager of Select Michigan Special Projects

The Select Michigan program at Michigan Department of Agriculture recently completed a short-term project in eastern Detroit to equip specialty crop growers with new skills for a changing marketplace. Michigan has a broad and diverse offering of specialty crops, ranging from mint and beets to chestnuts and grains. These niche products are driving the emergence of new skillsets and economic opportunities statewide. In the Detroit area, Henry Ford Hospital West Bloomfield (HFHWPB) requested and received assistance to form an onsite Farmers Market. This weekly Farmers Market was successful beyond our expectations and is a model market for other institutions. While capitalizing on this grant-funded opportunity, they also attained their mission of using fresh, healthy and safe produce to improve the well-being of their patients.

Throughout this process, we were mindful of Good Agricultural Practices (GAP) and Good Handling Practices (GHP) to minimize the risk of food contamination at the farm level. It is our recommendation that in addition to on-site inspections, hospitals consider reviewing documentation of production and post production handling practices or use third party inspections (such as a distributor), as well as conduct thorough inspections at point of sale.

HFHWPB has a sincere desire to boost economic conditions for local growers and, in its first six months of operation, their Farmers Market realized approximately \$40,000 for the 21 vendors participating at least once monthly. As Project Manager, I further assisted specialty crop growers and companies by providing vendors for temporary Farmers Markets at other Detroit area hospitals. Your hospital may have been one of those sites. We encourage you to consider starting a permanent Farmers Market to improve health and well being of Detroit area residents, to stimulate the local economy, and to promote Michigan specialty crops.

To guide you in that endeavor, we have created a handbook entitled, "New Market Development for Hospitals" that contains the following printed information:

- ❖ Seasonal Calendar for Michigan
- ❖ Buy Local Messages
- ❖ Vendor Directory
- ❖ Sample Hospital Farmers Market Vendor Packet
- ❖ Food and Food Purchasing; A Role for Health Care
- ❖ Seasonal Foods; A Menu for Public Health
- ❖ Farmers Markets and CSA's on Hospital Grounds
- ❖ Food Eco Labels
- ❖ Food Eco Labels Purchasing Guides (Poultry, Coffee and Tea)

An additional resource for you is Locavore Food Distributors, Inc. Contact Eric Hahn at 231-675-4079 for assistance in sourcing product and arranging deliveries of local, healthy food.

We are grateful to **Healthcare Without Harm** for donating many of the helpful resources in this handbook. If you have questions about this project, or need assistance with related events, please feel free to contact me directly at 517-974-5697. Thank you!

New Market Development for Hospitals was made possible by funding from USDA Specialty Crops Block Grant funds.

# HENRY FORD WEST BLOOMFIELD HOSPITAL FARMERS MARKET VENDOR PACKET

## PURPOSE

The Henry Ford West Bloomfield Hospital (HFWBH) Farmers Market is part of the “Community Center for Well Beings” at the hospital. The mission of the HFWBH Farmers Market is to set a positive example in the community by providing access to fresh, healthy and local foods and engaging community members in building a local food system.

### Goals of the HFWBH Farmers Market:

- To develop a sustainable bond with the community.
- To increase access to local, healthy, and organic foods.
- To lend economic support to local farmers and businesses
- To increase awareness of the farmers and agri-food businesses in the local area.
- to support existing buy local programs.
- Through education, help people understand that they can make a difference in building a local food system and eating within their foodshed.
- To provide a consistent “buy local, get healthy” message to the employees and guests of the hospital.
- To support the mission of the hospital, *Taking Health and Healing Beyond the Boundaries of the Imagination*.

## GUIDELINES

### Vendor Qualifications

Henry Ford West Bloomfield Hospital Farmers’ Market invites LOCAL growers only. Local distance is considered anything within a 150 mile radius of HFWBH. All produce being sold must be produced within the 150-mile radius. All manufactured products must contain at least 51% Michigan ingredients and be processed in Michigan.

Questions concerning these qualifications should be directed to the Henry Ford Hospital West Bloomfield Advisory Team (HFWBHAT).

### Carrying (Resale)

Vendors may only sell items that are self produced. Any item not produced by the vendor themselves is not permitted to be sold at the HFWBH Farmers’ Market. Consequently, there is no resale of any items. All goods that are sold must come directly from local vendors. All processed foods must contain 51% of Michigan grown food.

### Items Approved for Sale (limited to 20% non-food items)

Raw agricultural products including:

- |          |              |          |         |
|----------|--------------|----------|---------|
| - Fruits | - Vegetables | - Grains | Flowers |
| - Herbs  | - Spices     |          |         |

Value-added agricultural products (admitted only with approval) including raw agricultural products produced by seller, or Michigan raw agricultural products purchased by seller and used in processing

- |               |         |           |           |         |
|---------------|---------|-----------|-----------|---------|
| - Baked Goods | - Soaps | - Beeswax | - Juice   | - Jams  |
| - Sauces      | - Honey | - Syrup-  | - Vinegar | - Cider |

Products NOT permitted include:

- Poultry      - Meat      - Seafood      - Eggs
- any perishable items unless preapproved by Market Coordinator

### **Vendor Stalls**

Specific stalls will be assigned on a weekly basis by the Market Coordinator. Vendors who participate weekly may be assigned a specific stall for the entire season.

- Occupation of Stalls: **Vendors must be present and ready for business by 9:45 am on market day.** Under hardship circumstances, hospital volunteers may be utilized to attend vendor booths.
- Staff attending vendor booths should be well versed in products offered for sale.
- Stall Equipment: Vendors are responsible for their own signage, serving equipment, and any other equipment that is needed. One table shall be provided for each vendor booth. Additional tables may be requested and provided on a first come-first serve basis. Washing stations shall be provided for each booth.
- Vendors are expected to keep their merchandise in reasonable order and allow unimpeded access to customers

### **Set-Up and Take-Down**

Set-Up begins at 8:00AM. All vendors need to be ready for business by 9:45 AM.

Take-Down begins at the end of the market at 4:00PM and must not interfere with customers.

Assistance with loading and unloading may be provided by the Food & Nutrition Department.

### **Sampling**

Sampling is encouraged, as it helps customers to purchase your product! Due to health codes, all samples must be prepared in a licensed kitchen and meet approval of Joel Vansant, MDA. Preparation includes cutting, preparing, bottling, mixing, or otherwise sectioning whole fruits and vegetables for customers to taste. Preparation of samples before the market is strongly encouraged and will help to increase sales.

## **RULES OF THE FARMERS MARKET**

- Displays must be neat and orderly at all times. Vendors may use their own table covers providing they are appropriate and consistent with the overall appearance of the Farmers Market..
- Food items shall be displayed on a table.
- All produce must meet the Michigan Department of Agriculture Packaging and Labeling standards.
- No food or drink samples can be given at the market without proper permit from the Michigan Department of Agriculture or local Health Department..
- Displays cannot block nearby spaces or create a hazardous condition. Items shall remain within the lines of the space provided.
- All vendors must supply their own equipment beyond tables. (chairs, brooms, coolers etc.)
- Vendors must clean their display area as best as possible at the conclusion of the market.
- No smoking.
- No pets, except leader or assistance dogs.
- No alcoholic beverages.
- No televisions or stereos.
- No use of profane or abusive language.
- No begging, loitering, soliciting or placing of any posters/advertisements/billboards on the hospital grounds, unless preapproved by Joy Blumenau and Carey Chesney.

## **LIABILITY DISCLAIMER**

The City of West Bloomfield, Henry Ford Health System and Henry Ford West Bloomfield Hospital Farmers' Market are not liable for theft or damage of any merchandise before, during, or after market hours.

-- The City of West Bloomfield, Henry Ford Health System and the Henry Ford West Bloomfield Hospital Farmers' Market assume no responsibility and are not liable for any injuries, which may occur within an individual stall.

## **APPLICATION PROCESS**

### **Growing Certifications**

The HFWBH Farmers' Market requires that each vendor / grower has proof of certification for any certifications that are claimed by the vendor. Vendors are encouraged to display any certifications during market hours.

### **Membership Application Form (attached)**

All vendors interested in being apart of the HFWBH Farmers' Market should complete and submit a Member Application form. Before any review of the application or permission granted to participate in the market, potential vendors must present current Michigan licenses and permits (as required) and meet approval of the HFWBHAT. If needed, all vendors must be able to provide this information at any time. Application does not guarantee entry into the hfwbh farmers' market

**Please return completed application form within 72 business hours before first participation date.**

### **Membership Termination**

Violation of the signed Vendor Member Application or Market Rules and Regulations may result in termination of market membership. Market membership can be terminated at any time at the sole discretion of the HFWBHAT.

### **Membership Participation Requirements**

All Vendors will be required to attend at least one Farmers Market Member meeting and/or provide evaluation data when requested.

### **Vendor Concerns**

Any and all questions, concerns, and issues should be directed to *Joy Blumenau Bebry*, Farmers Market Coordinator at [jblumen1@hfhs.org](mailto:jblumen1@hfhs.org) or 248-996-3814

### **Vendor Welcome**

The leadership team of The Community Center for Well Beings welcomes you to our Farmers Market! We are excited to work with you in promoting Michigan produce and/or products to all customers who enjoy our facility.

Please send all written correspondence to

**Henry Ford West Bloomfield Hospital  
ATTN: Food & Nutrition Department  
6777 W. Maple Rd, West Bloomfield, MI 4832**

Henry Ford West Bloomfield Hospital  
Farmers' Market Application

Grower/Vendor Name(s):

\_\_\_\_\_

Farm/Business Name:

\_\_\_\_\_

Farm Address:

\_\_\_\_\_

Nearest Crossroads:

\_\_\_\_\_

County: \_\_\_\_\_ Township: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: (\_\_\_\_) \_\_\_\_\_ Mobile: (\_\_\_\_) \_\_\_\_\_

Best time to reach you: \_\_\_\_\_ Email: \_\_\_\_\_

State Tax ID: \_\_\_\_\_ required for all *taxable* items sold.

Please include a copy of your license when applicable.

Please Check All That Apply: (Vendors are limited to 20% Non-Food items)

Produce \_\_\_\_\_ Processed \_\_\_\_\_ Non-Food \_\_\_\_\_

List Items You Plan to Sell for Approval by HFWBHAT

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please check the processes or certifications utilized for your farm or food related business:

\_\_\_\_ GAP/GHP Certification

\_\_\_\_ MEAP Certification

\_\_\_\_ Farm Food Safety Plan

\_\_\_\_ Certified Organic

\_\_\_\_ Third Party Audit

Name of Auditor: \_\_\_\_\_

## Henry Ford West Bloomfield Hospital Farmers' Market Terms

- I understand that all items sold at the HFWBH Farmers' Market must be grown within said local growing area, or manufactured according to specifications of HFWBH..
- I understand that no commercial or secondhand items are to be sold.
- I understand that all items for sale at the HFWBH Farmers' Market must be approved by the Market Coordinator.
- I understand that all vendors must abide by the HFWBH Farmers' Market Rules and Regulation attached to this application. The AGREEMENT made and entered into this \_\_\_\_\_, 20\_\_\_\_ by and between the HFWBH Farmer's Market, Herein after referred to as "SPONSOR" and \_\_\_\_\_, a HFWBH Farmers market Vendor/Participant, hereinafter referred to as "VENDOR."
- I agree to the Policies, Rules and Procedures for the operation of the HFWBH Farmers' Market identified in the HFWBH Farmers Market Vendor Packet.
- I agree to comply with all Food Safety requirements now and in the future.
- I agree for myself, heirs, executors, and administrators; to waive, release and discharge any and all rights and claims for damages which I may have against the "SPONSOR" and/or "SPONSOR'S" representatives, successors and/or assigns for any injuries which may be sustained by the "VENDOR" in connection with or entry in the above stated programs through normal participation.

VENDOR Signature:

\_\_\_\_\_  
DATE: \_\_\_\_\_

**Please return application form within 72 business hours before first participation date.**

Henry Ford West Bloomfield Hospital  
ATTN: Food & Nutrition Department  
6777 W. Maple Rd, West Bloomfield, MI 48322

# Henry Ford Hospital West Bloomfield Farmers Market

## Vendor Directory

### **Ashby's Sterling Ice Cream**

Rick Ashby  
P.O. Box 182395  
Shelby Twp., MI 48317  
586-254-1012  
586-254-1038 FAX  
586-344-3051 Rick's Cell  
[ashbysicecream@centurytel.net](mailto:ashbysicecream@centurytel.net)  
[www.ashbysicecream.com](http://www.ashbysicecream.com)  
*fruit ice cream*  
Booth: 1 table, electricity

### **Bizzy Lizzy Bakery**

Sheila Rae  
130 Arbor Ct.  
Hillsdale, MI 49242  
517-610-1467  
517-439-1649 FAX  
[Sheilarae8022@sbcglobal.net](mailto:Sheilarae8022@sbcglobal.net)  
[www.bizzylizzybakery.com](http://www.bizzylizzybakery.com)  
*pumpkin, beets, zucchini*  
Booth: 1 table

### **Jessica's Natural Foods**

Jessica Mindell  
PO Box 145  
Birmingham, MI 48012  
248-723-7118  
248-723-7121 Fax  
[jessicam@jesicasnaturalfoods.com](mailto:jessicam@jesicasnaturalfoods.com)  
[www.Jesicasnaturalfoods.com](http://www.Jesicasnaturalfoods.com)  
*oats, grains, honey*  
Booth: 1 table

### **Safie's Specialty Foods Company, Inc**

Mary Safie  
PO Box 46333  
Mt. Clemens, MI 48046  
586-598-8282  
586-598-8264 FAX  
[msafie@safiespecialtyfoods.com](mailto:msafie@safiespecialtyfoods.com)  
[www.safiespecialtyfoods.com](http://www.safiespecialtyfoods.com)  
*pickled asparagus, beets, beans, pickles*  
Booth: 1 table

### **Maple Creek Farm**

Michelle and Danny Lutz  
11841 Speaker Rd.  
Yale, MI  
810-387-4365  
[www.maplecreekfarm.com](http://www.maplecreekfarm.com)  
*certified organic vegetables*  
Booth: 3 tables

### **DeYoung's Fore Seasons**

Becky DeYoung  
13501 Austin Ct.  
Hartland, MI 48353  
248-714-9234  
248-909-1489 Cell  
[becky@deyoungsforeseasons.com](mailto:becky@deyoungsforeseasons.com)  
[www.deyoungsforeseasons.com](http://www.deyoungsforeseasons.com)  
*spices blend*  
Booth: 1 table

### **For Goodness Sake**

Barb Hedgepeth  
P.O. Box 36089  
Grosse Pointe, MI 48236  
313-623-2808  
313-921-1495 FAX  
[FGSBarb@yahoo.com](mailto:FGSBarb@yahoo.com)  
[www.FGSake.com](http://www.FGSake.com)  
*oats, grains, hummus*  
Booth: 1 table

### **Hampshire Farms**

Randy & Shirley Hampshire  
7300 Legg Rd.  
Kingston, MI 48741  
989-827-9067  
[hffarms@avci.net](mailto:hffarms@avci.net)  
[www.hampshirefarmsorganic.com](http://www.hampshirefarmsorganic.com)  
*grains, beans, flour*  
Booth: 2 tables

**Char's Kitchen, Inc**

Char Mitchell  
10640 Marshall Rd  
South Lyon, MI 48178  
248-444-8505  
248-486-6132 FAX  
248-444-8505 cell  
[char@charskitchen.com](mailto:char@charskitchen.com)  
[www.charskitchen.com](http://www.charskitchen.com)  
*fruits, zucchini, pumpkin, sugar*  
Booth: 1 table

**Eastern Market**

Dan Carmody  
Detroit, MI  
260-494-6015 cell  
[Dcarmody@detroiteasternmarket.com](mailto:Dcarmody@detroiteasternmarket.com)  
*Fruits and vegetables*  
Booth: 3-4 tables

**Currey Farms Pure Maple Syrup**

Art and Jan Currey  
830 E Grand River Ave.  
Fowlerville, MI 48836  
517-223-9234  
517-304-8193 cell  
[currey@cablespeed.com](mailto:currey@cablespeed.com)  
[www.curreyfarms.com](http://www.curreyfarms.com)  
*pure, natural maple syrup*  
Booth: 1 table  
Henry's Cafe

**The Blueberry Store**

Charlie Lannin  
PO Box 195  
Grand Junction, MI 49056  
269-637-2255  
231-392-3262 Cell  
[charlie@theblueberrystore.com](mailto:charlie@theblueberrystore.com)  
[www.theblueberrystore.com](http://www.theblueberrystore.com)  
*everything blueberry!*  
Live Well Shoppe

**Grassfields Cheese**

Jesse Meerman  
14238 60th Ave  
Coopersville, MI 49404  
616-997-8251  
*raw milk cheeses*  
Booth: 1 table

**Mumby's Pie Company**

John Carpenter  
586-549-4778  
[Mumbyspies@gmail.com](mailto:Mumbyspies@gmail.com)  
*organic wheat, fruits, sugar*  
Booth: 1 table

**Yule Love it Lavender**

Iris Underwood  
960 Yule Road  
Leonard, MI 48367  
248-628-7814  
[iris@irislee.org](mailto:iris@irislee.org)  
[www.yuleloveitlavender.com](http://www.yuleloveitlavender.com)  
*lavender and lavender products*  
Booth: 1 table

**Muschies Baked Goods**

Monica Jahnke  
815 South Street  
Rochester, MI 48307  
248-420-3160  
[muchies@wideopenwest.com](mailto:muchies@wideopenwest.com)  
[www.muschiesbakedgoods.com](http://www.muschiesbakedgoods.com)  
*oats, grains, honey*  
Booth: 1 table  
Live Well Shoppe/Great Lakes Tea & Spice

**Fusilier Farms**

Mike and Kathy Fusilier  
16400 Herman Rd  
Manchester, MI  
734-428-8982  
734-320-6062 cell  
[kmfusilier@aol.com](mailto:kmfusilier@aol.com)  
*fresh fruits and vegetables*  
Booth: 3-4 tables

**Son-In-Saw**

Harold Kemier  
4220 Iosco Rd  
Webberville, MI 48892  
517-521-3358  
517-230-8297 cell  
*horseradish and tomato sauces*  
Booth: 1 table

**Nicky's Family Recipes**

Linda Arms  
586-713-9560 cell  
[info@nickysfamilyrecipes.com](mailto:info@nickysfamilyrecipes.com)  
[www.nickysfamilyrecipes.com](http://www.nickysfamilyrecipes.com)  
*Tomato sauces*  
Booth: 1 table



**Breadwinner**

818 N. Main

Rochester, MI 49307

248-652-1280

*grains*

Booth: 1 table

**Joe Luellen**

7215 Jackson Rd

Ann Arbor, MI 48103

734-214-6667

joeservice@hotmail.com

*Sweet Potatoes*

***Buying locally grown food is good for you, our growers  
and the economy.***

***Spending just \$10 per week on locally grown food at your  
favorite (select one: Farmer's Market, Farm Market,  
restaurant, CSA, or grocery store) will help keep \$37 million  
circulating close to home.***

***Why Buy Food That Is Better Traveled Than You Are?***  
Food travels an average 1,300 miles from farm to table and  
accounts for fifty per cent of the trucks on our interstate  
system.

***Plant Your Dollars Close to Home and Watch Your Community  
Grow.***

Buying locally benefits and strengthens our communities by  
boosting the local economy and preserving farmland.

***Growers Support Michigan's Economy.***  
With each local food purchase, you ensure that more of your  
money spent goes directly to Michigan businesses, including  
growers.

***Look for the Label You Trust.***  
When you buy Michigan locally grown food, you know the  
name of the person who grows it and how it was grown.

Lansing City Market  
333 N. Cedar Street  
Lansing, MI 48912



Ph.: (517) 483-7460  
[www.lansingcitymarket.com](http://www.lansingcitymarket.com)

# Freshness Calendar

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Apples								
Asparagus								
Beans								
Beets								
Bell Peppers								
Blueberries								
Broccoli								
Cabbage								
Cantalope								
Carrots								
Cauliflower								
Collard Greens								
Cucumbers								
Eggplant								
Grapes								
Hot Peppers								
Kale								
Leeks								
Lettuce								
Okra								
Onions								
Parsnips								
Peaches								
Peas								
Potatoes								
Pumpkins								
Radishes								
Raspberries								
Rhubarb								
Spinach								
Strawberries								
Summer Squash								
Sweet Corn								
Sweet Peppers								
Tomatoes								
Turnips								
Watermelon								
Winter Squash								

# Food and Food Purchasing A Role for Health Care

*"We have to set an example with the food we serve our patients and employees."*

**Dr. Toby Cosgrove**, heart surgeon and current CEO, The Cleveland Clinic on NBC's *Today Show*, December 16, 2004.

*"What could be more closely related to health than what we eat?"*

**Dr. Preston Maring**, a Kaiser Permanente Cardiologist, writing in the Spring 2004 issue of the *Permanente Journal*.

Food is sustenance. But what we eat and how we eat can also contribute to death, disease and rising health care costs. Obesity, the leading health concern of the day, is a symptom of poor eating habits and sedentary behavior. Poor nutrition is a risk factor for four of the six leading causes of death in the United States—heart disease, stroke, diabetes and cancer.<sup>1</sup>

Nutrition-related chronic diseases are placing new demands on an already overburdened health care system and taking their toll on human productivity and quality of life.

Rather than fresh fruits and vegetables, whole grains, and other high fiber foods important for health, our current food system favors the production of animal products and highly-refined, calorie-dense foods. It is a food system misaligned with the U.S. dietary guidelines.<sup>2</sup> Hidden behind these nutritional imbalances, is a food system largely reliant on methods of production and distribution that hurt us and the environment in which we live.

Hospitals and health systems have opportunities to help prevent these food-related health concerns by modeling good nutrition in their institutions and by influencing how food is produced and distributed. Through its food purchasing decisions, the U.S.

## Ecological Thinking

Ecological thinking means looking at things in their whole context, while seeking to also understand the interconnections between parts. It recognizes that nothing exists in isolation; everything is part of a larger system. This approach is important for health care food decision making, because the production and distribution of food has a multitude of health related impacts often removed from the immediate hospital environment.

health care industry can promote health by providing more fresh, good tasting, nutritious food choices for patients, staff, and the community. And by supporting food production that is local, humane and protective of the environment and health, health care providers can lead the way to more sustainable agricultural practices.

Health Care Without Harm (HCWH) is an international coalition of more than 430 organizations in 52 countries. We are working with hospitals to define and develop food purchasing practices that are consistent with these principles.

**St. Luke's Hospital** in Duluth, MN has introduced organic foods in their cafeteria and to patients. Hospital coffee is Fair Trade certified, that is, bought from small coffee producers guaranteed a just return on their labor. Despite a challenging climate, St. Luke's also will begin to pilot introduction of local, sustainably grown produce.

**Dominican Hospital**, in Santa Cruz, CA buys produce from a nonprofit, community-based organic farm program as part of their commitment to investing in their local community as well as healing the sick. An onsite garden provides produce and flowers for the facility.

## Food System and Health: The Problem

Major shifts in the U.S. food system in the last century are having negative impacts on human health. While total farm acreage has declined, farm size has increased and is more focused on the production of a single crop or animal, contributing to the decline in production of diverse food crops necessary to meet nutritional needs. In the United States, the typical food item now travels from 1,500 to 2,400 miles from farm to plate. This system disconnects the growers from the consumers and increases opportunities for food contamination and loss of nutrients during transportation. While this industrial food system initially contributed to higher yields, productivity has declined, and serious long-term impacts on human and environmental health have become apparent. These include:

### Nutrition

Compared to the early 1900s, the U.S. food supply has more calories, fat, salt, sweeteners, and meat and dairy products per person and less vegetables and grains.<sup>3</sup> High-sugar or high-fat foods including soft drinks, salty snacks, sweets and desserts comprise almost 30 percent of all calories consumed by Americans.<sup>4</sup> An emerging body of research suggests that soda and fast food consumption may be linked to increased risk of weight gain and diabetes.<sup>5,6,7</sup>

### Antibiotic Resistance

Each year 20 to 30 million pounds of antibiotics (including related antimicrobials) are used in agriculture—by volume, about 7-10 times the total antibiotics used in human medicine.<sup>8</sup> Industrialized food systems that produce poultry, swine, beef, and farmed fish routinely use antibiotics as growth promoters rather than to treat identified disease. Routinely feeding antibiotics to animals that are not even sick worsens antibiotic resistance among bacteria that cause human infections.<sup>9</sup>

### Air and Water Pollution

Pesticide drift, field dust, waste burning, toxic gases from degrading manure, and diesel exhaust from transporting food long distances are all factors of food production that contribute to air pollution. These types of pollution can lead to asthma and other respiratory illnesses, cardiovascular disease and lung cancer. Commercial fertilizers and pesticides contaminate ground water in many locales. Large-scale animal feedlot operations contribute to water pollution with biologically active hormones, nitrates and other breakdown products of untreated animal waste.

### Worker Health and Safety

Widespread pesticide use in industrial-scale food production exposes farm workers and their families to dangerous chemicals, often at levels that exceed established “safety” limits. Longer-term, low-level pesticide exposure has been linked to an array of chronic health problems including: cancer, birth defects, neurological, reproductive, and behavioral effects, and impaired immune system function.<sup>10,11</sup> Industrialized meat packing is recognized as one of the most dangerous occupations: every year, over one quarter of all workers needs medical attention beyond first aid.<sup>12</sup>

## Food Supply and Health: The Solution

Hospitals and health care institutions can help improve health outcomes by supporting the transition to a more sustainable food system. A sustainable agriculture and food system protects the environment and human health. It meets needs for food and fiber while supporting the economic viability of communities.

Through their purchasing practices, health care institutions can help achieve the following:

### Promote Nutrition

By offering a range of healthy foods and beverages on patient trays, in cafeterias, vending machines, and through onsite farmers markets, health care systems can support good eating habits and model a healthy food environment.

### Reduce Antibiotic Resistance

By buying meat produced without the routine use of antibiotics, health care can help ensure that existing antibiotics remain effective for treating human disease.

### Reduce air and water pollution

By providing fresh, locally grown foods whenever possible, health care supports local food systems that avoid the long-distance travel and disconnection between rural and urban centers that typifies our current fossil-fuel intensive food production and distribution.<sup>13</sup> By developing a preference for hormone-free, humanely raised meats from facilities in compliance with environmental regulations, hospitals can help protect clean air and clean water.

### Support Farm and Worker Health and Safety

Health care can purchase meats from processors who protect worker health and safety. Facilities can also buy and serve foods grown without pesticides, such as certified organic foods, and reduce exposure to harmful pesticides for those who eat and grow their food, and create a market for healthier growing practices.

#### Farmers Markets & Health

Many Kaiser Permanente facilities feature on-site farmers markets or produce stands. These markets are one sign of Kaiser's commitment to protecting the environment by supporting sustainable agriculture while improving access to healthy, affordable food in and around Kaiser facilities.

### Less Local Control of Food Production

In recent decades, much less of every food dollar has gone to food producers in the community where it is spent, and more has gone to food processing, packaging, shipping and retailing, all typically controlled by distant corporations. Six cents of every dollar spent on a loaf of bread goes to the wheat farmer-about as much as is spent on the plastic, petroleum-based wrapper. Control of the food supply has become increasingly concentrated. Two firms, Cargill and Archer Daniels Midland, control about three quarters of the global market for cereal grains.<sup>15</sup>

### Support the Local Community

A hospital's long-term vitality depends in large part on the economic health of the broader community serving as home to its staff and patients. Every step of the food chain where ownership falls outside the community is a potential drain on the health and vitality of the local

community. Every time a hospital chooses to buy locally, the community benefits from that choice.<sup>14</sup> By institutionalizing a preference for the purchase of foods produced, processed, and distributed locally, under local ownership, hospitals can use their immense purchasing power to support socio-economic health.

### The Ethics of Eating

In Minnesota, Catholic leadership has emphasized that the buying and eating of food involves decisions that are inherently moral.

"....Minnesota's web of life is threatened. Our clean air, fresh water and rich soil are being tainted. Thousands of farmers on small- and medium-size farms are forced to leave the land, no longer receiving an adequate income to compensate them for labor and cost of production. Some of our rural communities are dying. These changes have moral and ethical implications, which cannot be ignored....."<sup>16</sup>

*Minnesota Bishops' Statement on the Farm Crisis*

## Model for Wellness: The Role for Health Care

Because of its size and purchasing power, the health care industry can provide **market leadership** by adopting food purchasing policies and practices that steer the entire food system in more positive directions. Hospitals and health care systems can buy and provide food in their facilities in ways that help create a model for wellness at the individual, community, and national levels.

Providing access to healthier food promotes wellness among patients, visitors and staff. Buying food produced in ways that are ecologically sound, economically viable, and socially responsible also supports a food system that ultimately benefits healthier individuals and communities.

### What Can Health Care Do?

Hospitals can adopt food procurement policies that provide nutritionally improved food for patients, staff, visitors, and the general public, and support and help create food systems that promote the well being of the whole community. Institutions can establish food purchasing guidelines and set target goals that are realistic for their institution and geographic area.

Specific solutions that hospitals and health care systems have already instituted or explored include:

- Create weekly farmer's markets on hospital grounds;
- Create hospital gardens to grow fresh produce as well as provide patient exercise opportunities;
- Institute policies to buy only meat/poultry raised without non-therapeutic antibiotics or hormones;
- Set goals and explore new relationships designed to increase the purchase of locally-produced, fresh produce;
- Buy more certified organic food products, or buy from producers who have reduced synthetic pesticide use;
- Turn hospital campuses into "fast-food-free zones;"
- Purchase foods that provide fair prices and living wages to the people who produce them;
- Buy milk produced without the use of synthetic hormones, like recombinant Bovine Growth Hormone (rBGH, also referred to as rBST);
- Buy coffee certified as Fair Trade; and
- Implement sustainable food credits in the *Green Guide for Healthcare* ([www.gghc.org](http://www.gghc.org)).

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## Health Care



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This publication is part of *Going Green: A Resource Kit for Pollution Prevention in Health Care*. For additional copies of this or other publications included in the kit, or to find out how to get a complete kit, visit Health Care Without Harm on the Web at [www.noharm.org/goinggreen](http://www.noharm.org/goinggreen).



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# Healthy Food in Health Care



## A Pledge for Fresh, Local, Sustainable Food

**N**utrition-related chronic diseases are placing new demands on an already overburdened health care system, and taking their toll on human productivity and quality of life. Our current large scale, industrial food system favors animal products and highly-refined, preservative laden, calorie-dense foods, rather than fresh fruits and vegetables, whole grains, and other high fiber foods important for health. It is a system misaligned with dietary guidelines. Moreover, the way our food is produced and distributed impacts our health and the environment in which we live. For example:

### **Antibiotic Resistance**

The routine use of antibiotics contributes to growing antibiotic resistant bacteria. Each year 20 to 30 million pounds of antibiotics (including related antimicrobials) are used in agriculture—by volume, about 7-10 times the total antibiotics used in human medicine. Industrialized food systems that produce poultry, pork, beef, and farmed fish routinely use antibiotics as growth promoters rather than to treat identified disease. Routinely feeding antibiotics to animals that are not even sick increases antibiotic resistance among bacteria that cause human infections. Injecting dairy cows with recombinant bovine growth hormone (rBGH or rBST) increases udder infections, requiring more antibiotics and a higher likelihood of increased antibiotic resistant bacteria in milk.

### **Air and Water Pollution**

Pesticide drift, field dust, waste burning, and toxic gases from degrading manure are all factors of food production that contribute to air pollution. Such air pollution can lead to asthma and other respiratory illnesses, cardiovascular disease, and lung cancer. In the U.S., food is trans-

ported an average of 1,500 miles to reach its destination. Through the use of diesel and other fossil fuels, vehicles unnecessarily contribute to global warming. Fertilizers and pesticides contaminate ground water in many locales and some pesticides have been found regularly in rainfall. Large-scale animal feedlot operations contribute to water pollution when untreated animal waste releases biologically active hormones, nitrates and other toxic breakdown products into waterways.

### **Worker Health and Safety**

Widespread pesticide use in industrial-scale food production exposes farm workers and their families to dangerous chemicals, often at levels that exceed established "safety" limits. Longer-term, low-level pesticide exposure has been linked to an array of chronic health problems including: cancer, birth defects, neurological, reproductive, and behavioral effects, and impaired immune system function. Industrialized meat packing is recognized as one of the most dangerous occupations: every year, over one quarter of all workers needs medical attention beyond first aid.

### **Healthy Food in Health Care**

Hospitals and health systems have opportunities to help prevent these food-related health concerns by modeling good nutrition in their institutions and by influencing how food is produced and distributed. Through its food purchasing decisions, the U.S. health care industry can promote health by providing more fresh, good tasting, nutritious food choices for patients, staff, and the community. And by supporting food production that is local, humane, and protective of the environment and health, health care providers can help create food systems that promote the well being of the whole community.



## What Is the Health Care Industry Doing?

Across the country, hospitals and health care systems are beginning to adopt policies and practices to support incorporation of more local, sustainably produced food into their practices. Because of its size and purchasing power, this market leadership is creating a model for wellness at the individual, community, and national levels. Providing access to healthier food promotes wellness among patients, visitors, and staff. Buying food produced in ways that are ecologically sound, economically viable, and socially responsible also supports a food system that ultimately benefits healthier individuals and communities.

- In Oregon, hospital dietitians at Good Shepherd gave the hospital menu a makeover, banishing most canned and packaged foods and replacing them with organic vegetables and fruit, whole grain breads and meats produced without antibiotics and hormones.
- In Northern Minnesota, St. Luke's Hospital has introduced Fair Trade coffee, rBGH free milk, and a selection of organic fruit and vegetables. They also held an all-staff holiday event where all the food provided was local and/or organic.
- To service the growing demand of its member hospitals, MedAssets, a leading group purchasing organization is rolling out a new contract with United Natural Food Inc. (UNFI), a distributor of natural and organic foods.
- Health care systems Catholic Healthcare West and Kaiser Permanente have adopted sustainable food policies. These programs support procurement of local food produced without pesticides and hormones or non-therapeutic antibiotics and promote the health and safety of farm workers and sound agricultural practices.
- A Madison based health insurance company encourages its 95,000 members to join the community supported agriculture (CSA) movement by subsidizing CSA memberships. CSA is a method for small-scale commercial farmers to have a successful, closed market by selling produce directly to consumer members through a system of regular local delivery or pick-up of fruits and vegetables.
- Dominican Hospital, in Santa Cruz, CA buys produce from a nonprofit, community-based organic farm program as part of their commitment to investing in their local community as well as healing the sick. An onsite garden provides produce and flowers for the facility.
- Across the country hospitals such as Allen Memorial Hospital in Waterloo, IA and Duke University Medical Center in Durham, NC have initiated on-site farmers' markets to increase their community's access to fresh produce. Kaiser Permanente, headquartered in Oakland, CA, has embraced farmers' markets as a way to achieve their overall mission and improve the health of the communities they serve.

## What Your Hospital Can Do: Take the Healthy Food in Health Care Pledge

Taking the pledge to support procurement of local, nutritious, sustainably produced food demonstrates a commitment to "first, do no harm" as part of a whole hospital approach to preventive medicine that protects the health of patients, staff, and communities.

Review the pledge and submit yours by completing the bottom and mailing or faxing it to HCWH.



For additional resources, visit us on the Web at  
[www.hcwh.org/us/food/issue](http://www.hcwh.org/us/food/issue)

# Healthy Food in Health Care Pledge

This Healthy Food in Health Care Pledge is a framework that outlines steps to be taken by the health care industry to improve the health of patients, communities and the environment.

As a responsible provider of health care services, we are committed to the health of our patients, our staff and the local and global community. We are aware that food production and distribution methods can have adverse impacts on public environmental health. As a result, we recognize that for the consumers who eat it, the workers who produce it and the ecosystems that sustain us, healthy food must be defined not only by nutritional quality, but equally by a food system that is economically viable, environmentally sustainable, and supportive of human dignity and justice. We are committed to the goal of providing local, nutritious and sustainable food.

Specifically, we are committed to the following healthy food in health care measures for our institution. We pledge to:

**Increase** our offering of fruit and vegetables, nutritionally dense and minimally processed, unrefined foods and reduce unhealthy (trans and saturated) fats and sweetened foods.

**Implement** a stepwise program to identify and adopt sustainable food procurement. Begin where fewer barriers exist and immediate steps can be taken, such as the adoption of rBGH free milk, fair trade coffee, or selections of organic and/or local fresh produce in the cafeteria.

**Work** with local farmers, community-based organizations and food suppliers to increase the availability of fresh, locally-produced food.

**Encourage** our vendors and/or food management companies to supply us with food that is produced in systems that, among other attributes, eliminate the use of toxic pesticides, prohibit the use of hormones and non-therapeutic antibiotics, support farmer and farm worker health and welfare, and use ecologically protective and restorative agriculture.

**Communicate** to our Group Purchasing Organizations our interest in foods whose source and production practices (i.e. protect biodiversity, antibiotic and hormone use, local, pesticide use, etc) are identified, so that we may have informed consent and choice about the foods we purchase.

**Develop** a program to promote and source from producers and processors which uphold the dignity of family, farmers, workers and their communities and support sustainable and humane agriculture systems.

**Educate** and communicate within our system and with our patients and community about our nutritious, socially just and ecologically sustainable healthy food practices and procedures.

**Minimize** and beneficially reuse food waste and support the use of food packaging and products that are ecologically protective.

**Report** annually on implementation of this Pledge.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

On behalf of (indicate your department, facility or system): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ Please send me a clean copy of the pledge with signature line only. We would like to have it framed and displayed.

To submit your pledge this form should be faxed or mailed to Health Care Without Harm:  
HCWH • Healthy Food in Health Care Pledge • 1901 N. Moore Street, Suite 509 • Arlington, VA 22209  
Phone: 703-243-0056 • Fax: 703-243-4008 • [www.NoHarm.org](http://www.NoHarm.org)



# Resources

Available at the HCWH Healthy Food in Health Care Website: [www.noharm.org/us/food/issue](http://www.noharm.org/us/food/issue)

## Fact Sheets

### Food and Food Purchasing: A Role for Health Care

As places of healing, hospitals have a natural incentive to provide food that is healthy for people and the environment in which we live. Food supply can be met in a variety of ways which have consequences in terms of nutrition, disease risk, public health, environmental health, and social and economic well being.

### Healthy Food In Health Care: A Menu of Options

Many health care institutions have begun to adopt practices and policies to support a healthy food system. Following on their model, your facility can improve the quality of food choices by choosing among the recommendations offered in this Menu of Options.

### Antibiotic Resistance and the Agricultural Overuse of Antibiotics

Because antibiotic resistance is caused in part by overuse of antibiotics in agriculture, health care food systems can help by establishing a procurement policy under which they seek to purchase meat, poultry, dairy, and seafood products produced with fewer antibiotics.

### Farmers' Markets on Hospital Grounds

Increasingly, hospitals are demonstrating leadership in health promotion by hosting farmers' markets and farm stands on site as a way to make farm fresh, locally grown produce and other foods more readily available. Hospital-based farmers' markets are one way for hospitals to help realize a number of health goals related to patients, staff and their community.

### A Purchasing Guide to Sourcing Dairy Products Produced Without rBGH

A short guide with background, sample letter, and survey to help assess your dairy supply.

### Health Care Without Harm Position Statement on rBGH

This document includes background and scientific rationale for position opposing the use of rBGH.

## Health Care Case Studies and Reports

"Farm to Hospital: Promoting Health and Supporting Local Agriculture." 2004. by the Center for Food and Justice. Seven case studies highlight hospitals that have incorporated farm to hospital program components, including local food purchasing, hosting on-site farmers' markets, and establishing community gardens.

Healthy Food, Healthy Hospitals, Healthy Communities  
May 2005 report by Institute for Agriculture and Trade

Policy's Food and Health Program documenting stories of health care leaders bringing fresher, healthier food choices to their patients, staff, and communities.

### Cultivating Common Ground: Linking Health and Sustainable Agriculture

Sustainable agriculture practices are rarely seen as viable solutions for improving nutrition and health. In this report by the Prevention Institute we learn compelling reasons to link sustainable agriculture and health sectors.

### Does It Have Artificial Hormones? Know Your Milk

An excellent eight page educational overview booklet with references produced by HCWH member organization Oregon Physicians for Social Responsibility. Also available at <http://oregonpsr.org/csf/BrochureFinal.pdf>.

## Other Reading and Resources

**Civic Agriculture: Reconnecting Farm, Food, and Community.** Thomas A. Lyson, University Press of New England, 2004. Explains how we got to where we are now with industrial, globalized agriculture, and how we might find our way back to more wholesome food through the civic agriculture movement.

**The Hunger and Environmental Nutrition Dietetic Practice Group** promotes optimal nutrition and well-being for all people, now and in the future, acknowledging the interdependence of food and water security, health, agriculture and the environment. <http://www.hendpg.org>.

### Journal of Hunger & Environmental Nutrition

This peer-reviewed professional quarterly examines factors that govern how people produce, procure, and consume food and the implications for nutrition and health. It examines hunger and environmental nutrition issues including sustainable food systems, poverty, social justice, and human values. <http://www.haworthpress.com/web/JHEN/>.

### National Catholic Rural Life Conference

NCRLC is a partner with many diverse organizations around the country united by the common vision of a more sustainable agriculture and food system for the United States. <http://www.ncrlc.com/Agric-and-Food-Issues.html>.



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# Seasonal Foods: A New Menu for Public Health

"Serving healthy and sustainably grown food is as essential to the health of our community as the medical care we provide."

—Siobhan McNally, MD  
Pediatrician, Berkshire Medical Center

The food served in health care facilities has a significant impact on the health of patients, staff and visitors. Hospitals play an important leadership role in modeling food choices that benefit human and environmental health.

## The Global Food Basket

How our food is grown, processed, transported and prepared impact human and environmental health. In past decades since fuel was cheap and government policies promoted international trade. Therefore new methods in processing, packaging and refrigeration resulted in transportation of food from around the globe. This globalized food system has unintended consequences including:

- The abundance of inexpensive nutritionally-empty, calorie-dense foods that has contributed to the obesity epidemic
- Policies for international trade that devastate small and midscale farm economies
- Chemical-dependent agriculture that pollute the air, water and soil
- Energy-intensive food system which contributes to global warming

## Role of Health Care

Health Care is a leading sector of the economy and has the power to create market-based change. In 2006, about \$12 billion of total health care revenue was from food and beverages. The purchasing power of health care

facilities can influence how and where their food is purchased. By purchasing more local, seasonal foods, health care can influence how our food is grown, distributed, processed, and transported thus supporting human and ecological health.

## Seasonal Produce

Seasonal foods are harvested locally and are defined by regional growing conditions. They vary with latitude, climate, topography and other related factors. There is no single national or international list of seasonal foods for large countries such as the United States or Canada.

For example, a strawberry grown and harvested in Washington in June and July can be harvested year round in California.

## Benefits of Seasonal Foods

### 1. Taste and freshness increases consumption of fruits and vegetables

An ongoing challenge for the foodservice professional is how to encourage patients, employees and visitors to eat more fruits and vegetables. According to the US Department of Agriculture (USDA), 64% of Americans do not eat their daily recommended amount of vegetables while 80% are not meeting their daily recommended fruit intake.<sup>1</sup>

## Seasonal Produce: What is in season near you?

State listings of what is  
locally grown:  
[www.sustainabletable.org/shop/  
eatseasonal](http://www.sustainabletable.org/shop/eatseasonal)

List of what is in season in  
your area:  
[www.localharvest.org](http://www.localharvest.org)

## Tips to Serving Local Food on Your Menu

**Start Small.** During the growing season, substitute produce that you already serve with the same product from local farms.

**Work through your existing distributors.** Ask if they offer any local products and encourage them to do so.

**Learn about local farms.** Tour farms and invite farmers to your facility.

**Be Patient.** Buying local can be rewarding yet challenging at first. Be flexible and set realistic expectations and goals.

**Advertise.** Share with your customers what you are doing by labeling foods that come from local farms and tell stories about the food and the farmers.

*Glynwood: A Guide to Serving Local Food on Your Menu* [www.glynwood.org](http://www.glynwood.org)

Most fruit and vegetable varieties are selected and grown because they withstand extended travel and storage, have a consistent size and shape for convenience of packaging and harvest often at the expense of flavor and nutrient content. Fruit and vegetables can spend up to 7-14 days in transit before arriving in your cafeteria. Locally grown seasonal fruits and vegetables are usually sold 24-48 hours after being harvested.<sup>2</sup>

To minimize transaction costs the industrial global food system minimizes the specific varieties of fruit and vegetables it purchases and distributes. While this system will provide us with one or two varieties of a specific fruit or vegetable throughout the year that is the only variety it will provide regardless of other varieties that are more flavorful or nutritious.

Produce that is picked and eaten locally at the height of their ripeness has exceptional flavor and when handled properly, has maintained its maximum nutrients. We know that if fresh food tastes good, people will eat it. Providing local, seasonal foods can encourage increased consumption of fruits and vegetables because the fresher and more flavorful, the more we eat, as long as it is accessible and affordable.

Supporting local farmers helps provide a greater diversity of flavorful and nutritious foods.

### 2. Food Safety

Food service professionals and consumers alike are concerned about food safety. No matter where our food is grown assurance of safe and clean production practices is important. All foods, whether provided from local farmers or farmers across the country must meet similar food safety production standards. If a food safety issue should occur a localized, decentralized food system is far more able to contain it and thus provide a better more valuable safety net compared to centralized supply chains.

### 3. Competitive Prices

Buying produce in season, such as carrots, potatoes, apples and berries that are abundant in your region can

be cost competitive. Growers Collaborative, LLC, who sources local California produce compared 15 products with a distributor and found that sourcing local seasonal produce cost less than produce transported from around the country or globally. Another example of seasonal foods being price competitive from Cooley Dickinson Hospital in Massachusetts found that sourcing from a local growing collaborative saved them money on their local produce contracts.

### 4. Food Miles, Global Warming and Health

"Food miles" refers to the average distance food travels from farm to table. It is used as an indicator for greenhouse gas emissions. A study at Iowa State University found that the average food miles for produce to reach the institutional market was 56 miles for local produce compared to 1,494 miles for conventional produce.<sup>3</sup>

Food miles are also impacted by how food is transported. Air travel uses significantly more fuel per pound of food, therefore having a more significant impact upon the environment than other forms of transportation. Research is also demonstrating the impact of food packaging and refrigeration upon climate change.

Buying seasonal, local food can help reduce a hospital's climate change footprint as it relates to food transportation and long distance refrigeration. The long-term solution is to create a food system that is more energy efficient while claiming a larger market for local seasonal foods.

### Food Miles Comparison<sup>4</sup>

Produce Type	Locally Grown	Not Locally Grown
Apples	61	1,726
Broccoli	20	1,846
Lettuce	43	1,823
Tomatoes	60	1,569

## Better Hospital Food: Seasonal Recipes

As a part of a comprehensive program to improve hospital food, the National Health Services (NHS), London UK brought together a team of leading chefs to develop a database of over 300 recipes that includes recipes based on seasonal local ingredients.

Better Hospital Foods: Seasonal Recipes  
195.92.246.148/nhsstates/better\_hospital\_food/bhf\_content/recipes/overview.asp

### 5. Support Local Community

Purchasing seasonal, local foods strengthens the capacity and viability of local farms and supports the economic vitality of the local community and region. A variety of studies from Iowa, Minnesota and Hawaii demonstrated that supporting local food systems improves the local economy. Hospitals can play a vital role in supporting the social and economic fabric of communities by procuring local foods.

### How to Create Seasonal Menus

Seasonal menus are menus developed using predominantly local, seasonal foods. It requires thoughtful and creative planning to use predominantly in-season foods, or those that come from the closest possible growing region. However, this does not mean you must avoid all non-local foods in your meal planning. Transitioning to seasonal menus is a learning process. It is important to take small, manageable steps. These include:

- Develop a top ten list of foods you can easily replace with local, seasonal alternatives.
- Educate your staff about seasonal food in your hospital newsletter.
- Designate one meal a week or month that will highlight local seasonal foods as a pilot.
- Consider reducing and eliminating air freighted produce first. Typically, these are foods that are rapidly perishable such as leafy greens or berries obviously not in season.
- Ask your distributors to label where their food is grown, so you can select produce that is locally or regionally grown.
- Provide signs in your cafeteria highlighting the local farms and why local seasonal is important.
- Use seasonal menus as a marketing tool to capture the current trend of local foods through newsletters, menus, and educational materials to patients.

### Example Harvest Calendar: New York State

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Asparagus					●	●						
Apples	▲	▲	▲	▲	▲		●	●	●	●		
Blueberries							●	●	●	●		
Broccoli					●	●	●	●	●	●	●	●
Carrots	▲	▲	▲	▲			●	●	●	●	●	●
Cucumbers							●	●	●	●		
Eggplant							●	●	●	●		
Lettuce							●	●	●	●		
Peaches							●	●	●	●		
Potatoes	▲	▲	▲	▲			●	●	●	●	▲	▲
Radishes					●	●	●	●	●	●		
Squash, Summer						●	●	●	●	●		
Squash, Winter	▲	▲	▲				●	●	●	●	●	●
Strawberries						●	●	●	●			
Tomatoes							●	●	●	●		



Storage Period



Harvest Season

New York Harvest Calendar: <http://www.agmkt.state.ny.us/HarvestCalendar.html>  
Refer to <http://www.sustainabletable.org/shop/eatseasonal> for your state's specific harvest calendar.

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## Conclusion

Health care professionals have the opportunity to be leaders in promoting a healthy food system by understanding how our health and the health of our environment is related to the growth, distribution and processing of our food. Buying local, seasonal foods provides the opportunity for hospitals and hospital systems to move food systems towards a public health focus.

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## RESOURCES

**Healthy Food in Health Care:** [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)

**Glynwood:** [www.glynwood.org/resource/guidelocalmenu.pdf](http://www.glynwood.org/resource/guidelocalmenu.pdf)  
A guide to serving local food on your menu

**Better Hospital Food:** [195.92.246.148/nhsestates/better\\_hospital\\_food/bhf\\_content/recipes/overview.asp](http://195.92.246.148/nhsestates/better_hospital_food/bhf_content/recipes/overview.asp)  
Seasonal Recipes

**Sustainable Food & Policy Project:** [www.foodalliance.org/sustainablefoodpolicy/index.html](http://www.foodalliance.org/sustainablefoodpolicy/index.html)

**Sample Food Policies - Organic Food Production Talking Points:**  
[http://www.hendpg.com/files/HEN\\_Organic\\_Talking\\_Points\\_April\\_2007.pdf](http://www.hendpg.com/files/HEN_Organic_Talking_Points_April_2007.pdf)

**Crossroads Resource Center:** [www.crcworks.org/rural.html](http://www.crcworks.org/rural.html)

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# Farmers' Markets and CSAs on Hospital Grounds

Unhealthy diets and limited access to fresh fruits and vegetables adversely affect the health of many Americans. Precisely because they are important community and health institutions, hospitals and hospital systems are in a unique position to treat both diet-related illness and address their root causes.

Increasingly, hospitals are demonstrating leadership in health promotion by hosting farmers' markets, farm stands, and CSAs (community supported agriculture) on site as a way to make farm fresh, locally grown produce and other foods more readily available. For example, Allen Memorial Hospital in Waterloo, Iowa has operated a seasonal farmers' market since 1999 to increase their community's access to fresh produce. Duke University Medical Center in Durham, N.C. began operating a seasonal market as part of their employee health benefit program in 2001. Kaiser Permanente, a large nonprofit health system headquartered in Oakland, Calif., has embraced farmers' markets as a way to achieve their overall mission and improve the health of the communities they serve, opening more than 20 markets since May 2003 at facilities in California, Hawaii, Oregon, and Colorado.

## Farmers' Markets and Hospitals

**Benefits to the Hospital Community**  
Hospital-based farmers' markets are one way for hospitals to help realize a number of health goals related to patients, staff and their community.

Most obviously, these on-site markets make fresh, locally grown products readily available, which is especially important in many urban communities where other sources of fresh and healthy foods are often lacking. In the process, on-site farmers' markets strengthen staff morale, while increasing the likelihood that patients, visitors, and staff will eat nutritious fresh foods. The markets also provide a fun, outdoor venue for educating passersby about nutrition, food preparation, and the benefits of eating fresh and local, all of which further contribute to the long-term development of healthy eating habits. Additional benefits of these markets, mentioned often by hospital hosts, can include:

- Positive publicity
- Differentiation from competitors
- Better employee health
- Added patient satisfaction
- More visible nutrition education
- Improved community relations

## Benefits to the Local Community

In addition to the above-mentioned benefits, hospitals that host on-site farmers' markets help strengthen their local economies and communities—ultimately strengthening both the hospital's mission as a community institution and the community's ability to sustain its own population healthfully.

## Economic Benefits

As the number of family farmers continues to decline nationwide, new marketing opportunities such as hospital farmers' markets can be key to supporting local agriculture and localized food systems. These innovative direct marketing opportunities give small farmers and growers new outlets for selling directly to the public. By eliminating produce distributors and other middlemen and selling directly to consumers, farmers receive a fair wage for their product and food dollars stay in the local economy.



### Community Benefits

Eating locally grown foods has inherent benefits that extend beyond the nutritional health of consumers. Food produced locally travels a shorter distance from farm to plate, decreasing energy used and air pollution generated from transport. Also, foods sold locally are able to ripen in the field and be picked mere days before being sold so fruits and vegetables achieve peak ripeness on the vine or tree, developing full flavor and nutrient content. Conventionally grown and packaged foods are often picked unripe for ease of shipping and ripened using chemicals, decreasing their nutrient value as well as their flavor profile. By supporting farmers who raise produce more sustainably, such as with reduced pesticides, hospitals are supporting conditions that are better for farmworkers, for the consumer, and the ecosystem as a whole. Hosting a farmers' market on-site is a way for hospitals to demonstrate their recognition that local food production plays a key role in the health and well being of the community.

### Model Hospital-based Farmers' Market

There are various ways to establish a market on hospital grounds, a number of examples follow. However, the most effective farmers' market model for affecting hospital, community, and agricultural health is a market featuring produce and other foods grown sustainably on small or medium-sized local farms, and a market that is linked to an internal strategy to incorporate farm fresh market foods into hospital food services. By setting high quality standards for the food sold at hospital farmers' markets and utilizing the food within the facility, hospitals set an excellent example of good nutrition, conscious consumerism, and support for small farmers and local economies.

### Types of Farmers' Markets on Hospital Grounds

Hospital-based farmers' markets can serve many purposes from increasing consumer access to fruits and vegetables, to facilitating system-wide changes in a hospital's food services and approach to nutrition education and wellness. Here are three types of on-site hospital markets that can address the needs of a wide range of constituencies:

*An internally focused market* primarily serves staff, patients, and visitors. These markets are more likely to be located in the interior of a hospital campus, less visible to the passing community. These markets help achieve the organization's goals of promoting employee health and well being and making positive impacts on local farmers.

*An externally focused market* serves the greater community as well as staff, patients and visitors. These markets are best suited in hospitals located in cities or town centers where foot traffic, parking, and public transportation are accessible. Such markets are useful for extending a wider public health message and offering health promotion activities to the community surrounding the hospital.

*A dual-purpose market* serves the internal needs of hospital food services as well as individual customers. In addition to customer sales at the market, the farmers selling at these markets establish purchasing relationships with the hospital food services department. Locally grown fresh fruits and vegetables are used in the cafeteria, patient foods, and catering as part of a "farm to hospital" program.

### Overcoming Roadblocks

By following the Steps to Starting a Market or Farm Stand listed in the next section, you should be able to address most if not all of the potential roadblocks that may arise. For instance, Kaiser Permanente addressed

the lack of parking at one site by setting the market up on the sidewalk instead of in a parking lot and by having vendors drop off their wares at curbside and park their vehicles at a remote location. Duke University Medical Center addressed a lack of parking by not marketing to the community at large. Other potential, but surmountable, obstacles include permits, liability insurance, and internal and external costs related to set-up and marketing. This fact sheet along with the case studies and other resources provided on the next page can help to anticipate and overcome these obstacles, if not avoid them entirely.

### Steps to Starting a Market or Farm Stand

If you are considering starting a market at your hospital here are the basic steps to take to help assure success.

1. **Secure internal support** from all levels of hospital operations including, administration, operations management, legal services, community and government relations, facilities and housekeeping, food service, and patient services. Broad support from the entire hospital staff is key to successful implementation of the remaining steps.
2. **Determine the goal(s)** you want to achieve by hosting the market, e.g. employee wellness, improved community access to fresh produce, hospital purchases, as well as the guidelines for what is allowed to be sold by vendors such as: location within a certain geographic area, all produce grown by one common grower, or pesticide-free or certified organic growing.
3. **Choose the market type** (internal, external, or dual-purpose) that will best help you to achieve goals.
4. **Identify a site** or list of possible locations for the market or farm stand. Key factors in identifying an appropriate site include: unrestricted access by the population to be served, parking and public transportation

availability, expected foot traffic, room for expansion, long-term availability of site, capacity for number of vendors participating, accessibility to restrooms and trash bins, and ease of loading and unloading for vendors. Do not finalize location until step 5 is completed.

5. **Investigate insurance and permit requirements.** A hospital's umbrella insurance policy should be sufficient, but sometimes a rider is needed. Farmers and farmers' market associations usually have their own insurance policies, but it needs to be confirmed. Local and/or state officials may require a health permit and/or zoning permit. Costs for these items tend to vary depending on the jurisdiction. Permits are often free, but hospitals have been known to pay as much as \$1,300, so it is important to find out early in the process.

6. **Identify potential day(s), time(s) and seasonal duration** for operation of market.

7. **Identify growers/vendors.** A local or state farmers' market managing association can often assist in market planning and farmer outreach. These groups are also knowledgeable about insurance and permit requirements. Make sure to communicate any vendor standards you have up front. You may want to start with a few vendors at first, with additional vendors prepared to join in response to consumer demand. Note: Some markets charge the grower/vendor a fee to participate and others do not. Each hospital should assess their need for vendor fees depending on the costs associated with starting and running the market and how much the hospital and other potential partners are willing to contribute to costs such as setup and cleanup, tents and tables, internal and external advertising, and market management.

8. **Address logistical issues** such as setup, cleanup and signage needed on market day.
9. **Advertise** the new market and conduct outreach to desired customers. Consider using an internal employee newsletter and/or email communication system to advertise the market.

### Tips for Maximizing a Hospital Farmers' Market

- Survey staff, patients, and visitors to assess what types of produce would be popular and how much shoppers would be willing to pay. Successful markets provide a variety of products.
- Offer discharged patients baskets of farmers' market produce or market coupons.
- Hold cooking classes featuring market produce; offer nutritional information for food prepared.
- Give staff members market coupons.
- Send out emails highlighting certain seasonal items; include nutritional information and recipe ideas.
- Obtain authorization for market to accept food stamps and Farmers' Market Nutrition Program coupons.
- Educate patients and staff about the other ways to increase their consumption of fresh, local produce by providing information on the locations and contact information for local community gardens and Community Supported Agriculture (CSAs).

## Community Supported Agriculture and Hospitals

In addition to farmers' markets, hospitals are also an ideal site for Community Supported Agriculture (CSA) programs. CSAs are another method of offering staff, patients, and community members access to locally grown fruits and vegetables.

A CSA can be generally defined as a partnership between a local farm and a community of supporters ("members") that wish to support local agriculture and secure for themselves a reliable, healthy, and safe source of food. Members typically purchase a CSA share in advance which helps support the farm throughout the growing season. In return members receive regular baskets of farm fresh food. Additionally, many farms offer members the opportunity to participate in farm visits and work days. Through CSAs, farms benefit from a guaranteed investment in farm operations, making long term planning and farm management less volatile and dependent on market forces, and members get access to fresh locally grown foods.

CSAs are successfully operated at a number of hospitals throughout the country, and the popularity of programs is increasing steadily. CSAs offer the benefit of having fewer space and oversight requirements than farmers' markets. Hospitals that lack the space or foot traffic to sustain a farmers' market should consider hosting a CSA.

## Steps to Hosting a CSA at Your Facility

### 1. Find a CSA Farm

There are several ways to locate a farm with a CSA: talk with local growers at your nearby farmers' markets; visit online resources such as Local Harvest ([www.localharvest.org](http://www.localharvest.org)); or contact your region's sustainable agriculture organization or your State Department of Agriculture to help you find a CSA in your area.

### 2. Attract Members

In order to make a CSA financially viable for small farms, a minimum number of members must be established for each drop-off site. This threshold is determined by each individual farmer. Some ideas for attracting members include distributing e-newsletters or flyers to employees, placing an announcement in the local paper, and offering preview days.

### 3. Coordination and Management

Some CSA farms manage all paperwork, invoicing, construction of food boxes, and delivery, while others share these management tasks with members. Minimally a hospital CSA program will need a coordinator to promote the program, encourage staff and patients to become members, and provide space for members to pick up bags on delivery days. Depending on the farm, a person might also be required to collect payment, and pick up food bags. Some hospitals even provide refrigeration of the food for those employees who need to return to work after they pick up their food.

## Innovative Hospital

### CSA Models

**Baystate Franklin Medical Center** in Greenfield, MA is starting a new CSA program to increase staff members' access to fresh fruits and vegetables. The medical center will deduct CSA membership dues from employee's paychecks to reduce the hassle of processing payments.

**John Muir Health** in Northern California has started a CSA program at three of its hospital campuses. Subscribers receive a weekly basket of fruits and vegetables from a local farm. The CSA program is coordinated by a member of the hospital system's Healthy Food Committee. This committee is also working to include membership in the CSA in the system's Health Matters employee wellness program. If included, CSA members will be eligible for health plan discounts.

**Philadelphia Children's Hospital** has decided to host an employee CSA program as part of the hospital's Healthy Weight Initiative (HWI). The program quickly received a terrific response and may expand in the future to accommodate more participants. Aside from the CSA improving employees' access to fresh, locally-grown foods, the HWI has purchased one CSA share which it will use to educate patients about healthy and local foods.

**Physicians Plus**, a Madison-based health insurance company encourages its 95,000 members to join the CSA movement. The insurance company subsidizes CSA memberships.

## Resources

The Health Care Without Harm - Healthy Food in Health Care Website contains a wide variety of in depth health care specific news, purchasing tools, educational materials, case studies, reports and related links. [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)

**"Kaiser Permanente Farmers' Market Resource Guide."** August 2004. This guide describes the various farmers' market programs being implemented within KP, shares lessons learned, and provides tools such as a sample contract and public relations materials.

**"Farm to Hospital: Promoting Health and Supporting Local Agriculture."** 2004. This paper, released by the Center for Food and Justice, a division of the Urban & Environmental Policy Institute at Occidental College, looks at the need for reform in the hospital food system and focuses on the Farm to Hospital model as a strategy for change. Seven case studies highlight hospitals that have incorporated farm to hospital program components, including local food purchasing, hosting on-site farmers' markets and establishing community gardens.

**"Healthy Food, Healthy Hospitals, Healthy Communities."** May 2005. This report produced by the Institute for Agriculture and Trade Policy summarizes the efforts of health care facilities nationwide to offer more fresh food, raised locally or organically, to patients, in cafeterias and via on-site farmers' markets. Four of the eight case studies included in the report specifically highlight hospital-based farmers' markets.

## Health Care



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# Food Eco-Labels A Purchasing Guide

Our industrialized food system is very complex. As a result, it is not surprising that studies show that regardless of background, most people do not know where their food comes from or how it was grown. Food procurement professionals interested in supporting a sustainable food system will require education and new tools to help them distinguish between skillful marketing claims and those products and producers supporting foods that are sustainably raised. One strategy food purchasing professionals can employ is the purchase of eco-labeled foods—foods produced by farmers and/or food processors whose operations have been verified by independent organizations to meet specific and transparent environmental or social standards.

## Sustainable Foods

While there is no strict definition of sustainable foods, such foods have multiple attributes. Some of these attributes are listed below but in general provide a collective description that encompasses nutritional value, farm worker health and safety, economic and social justice and environmental protections.

- Proximate – food is purchased from the closest practicable source with the intention, among others, of minimizing energy use in transportation
- Healthy – as part of a nutritious balanced diet and produced without harmful biological or chemical contaminants

- Fairly or cooperatively traded between producers, processors, retailers, and consumers and without exploitation of employees in the food and agriculture sector
- Environmentally beneficial or benign in its production
- High animal welfare standards in both production and transport
- Encouraging knowledge and understanding of food and food culture

Food purchasers should understand that no one eco-label certification available today covers all these attributes. As a result there is not one eco-label purchasing solution to how your facility or system can best support healthy food production. This is why having a direct relationship, including farm visits, with a local producer can often provide a much clearer understanding about on-farm practices. For many facilities this is not always possible. By exploring different eco-label certification systems a facility can design a purchasing strategy to best fit their unique needs and interests.

## Food Eco-label Overview

Health care organizations have an opportunity to support healthy communities and environmentally sustainable growing practices by purchasing eco-labeled foods. Eco-labeled foods enable purchasers to compare and contrast various social and environmental criteria while ensuring confidence in product claims.

A variety of third-party programs certify growers whose practices support different aspects of sustainable food production. Keep in mind that most eco-label certifications address some, not all, of these issues, and that different certifications take different approaches to evaluating them. Following this document is a list of several of the major food certifications available on the market today and their approaches to the issues listed below.

## Common Sustainable Food Production Issues Addressed by Eco-labels

### Soil and Water Conservation

Wind and water erosion of exposed topsoil, soil compaction and loss of soil organic matter are among the causes of decline in soil productivity. Overuse of surface and ground water for irrigation can lead to water scarcity. Some certifications promote the use of reduced or no-tillage farming and irrigation techniques to prevent soil erosion, protect soil quality and reduce water use to prevent water shortages and soil decline.

### Pesticides and Synthetic Fertilizers

The use of agricultural pesticides can expose farm workers and residents in rural communities to toxic health threats, and has resulted in widespread contamination of ground and surface water. Pesticide exposures are associated with chronic neurological problems, behavioral problems, impaired reproduction, birth defects and cancer. Nutrient runoff affects ecosystems in many rivers, lakes, and oceans. Synthetic fertilizer use is also associated with declining soil fertility. Certifications that prohibit the use of synthetic pesticides and fertilizers aim to protect soil fertility, the natural environment and human health from these dangers.

### Integrated Pest Management (IPM)

In lieu of complete restriction of synthetic pesticides and fertilizers, some certifications employ an approach to solving pest problems known as Integrated Pest Management. Definitions of IPM vary widely, but generally include combining pesticide use with natural pest control tactics. Because IPM techniques vary, it may be necessary to investigate different certifiers' definitions in evaluating their standards.

### Genetically Engineered Crops

Genetically engineered foods are created by splicing genes from unrelated species—microorganism, plant, animal or even human genes—

into common food crops, in order to produce foods that could not be produced via traditional breeding techniques. There are limited data on the safety of releasing genetically engineered crops into the natural environment or on the long-term health effects of consuming genetically engineered food. Many farmers' organizations and rural development advocates oppose the technology. Some certifiers prohibit the use of genetically engineered crops because of these safety concerns.

### Worker Health and Safety

Agricultural work is often dangerous, and labor practices in industrial agriculture have been among the worst of any industry. Widespread pesticide use in industrial scale food production exposes farm workers and their families to dangerous chemicals, often at levels that exceed established safety limits. Industrialized meat packing is recognized as one of the most dangerous occupations: every year, over one quarter of all workers needs medical attention beyond first aid. Some certifications address these concerns with measures rating the safety of working conditions.

### Worker Compensation

Many farm workers receive low wages, with earnings that average far below official poverty levels. Certifications that address worker compensation consider whether workers are treated fairly, are rewarded for seniority and/or performance, and are paid competitive wages and benefits.

### Farmer Compensation

Farmers sometimes receive prices for their crops that are less than the costs of production. Certifications that address farmer compensation assure that farmers are paid a fair price.

### Antibiotics

Antibiotic resistant bacteria are an increasing concern to health care

professionals. The largest volume of antibiotic use is in animal production. In fact, approximately 70% of all antibiotics produced are given to healthy farm animals, to promote growth or to prevent infections that result from livestock confinement. The scientific consensus is that antibiotic overuse in food animals contributes to antibiotic resistance in organisms that can cause human disease. Buying organic meat (raised without antibiotics) or meat products certified as raised without the use of non-therapeutic antibiotics is one way to contribute to the solution of reducing antibiotic overuse.

### Hormones

Synthetic hormones are used in industrial meat and dairy production to promote growth or increase milk production. Health and animal welfare concerns have led the European Union and other nations to ban some hormones still in use in the U.S. Some certifications prohibit or restrict the use of synthetic hormones in meat and dairy production.

### Animal Welfare

In confined, factory farms, animals are raised in conditions that make it impossible for them to live lives in keeping with their natural (or inherent) behavioral tendencies. Moreover the associated stress can cause new behaviors or exacerbate natural behaviors such as pecking or biting. To prevent this, poultry are routinely debeaked and other animals have tails removed. On farms that support animal welfare, animals have sufficient space to carry out their natural (or inherent) behaviors, such as grazing, rooting or pecking. They also have shelter, fresh water and are fed a natural diet appropriate for their species. Certifications that examine animal welfare or natural behavior evaluate the living conditions of animals and prohibit or restrict practices that deny animals the conditions needed for their natural behaviors.

## General Label Claims

General label claims or first party claims are unverified and typically used by the producer. It is important to recognize that these may be intentionally used to mislead and have little or no utility for those interested in supporting a healthy food system.

**Antibiotic-free** – HCWH does not recommend use of this term as it can be construed to mean “free of residues.” In addition, the term is considered “unapprovable” by the USDA and banned from use on poultry and meat labels.

**No hormones added/No hormones administered** – These are federally recognized terms that mean that no hormones have been used over the course of the animal’s life. Producers may make this claim on beef product labels if sufficient documentation is provided to the USDA. Since federal regulations prohibit the use of all hormones in pork and poultry production, these producers may only use these label claims if they include the statement “Federal regulations prohibit the use of hormones” on the label. This claim is considered only “somewhat” meaningful as there is no

other organization behind this claim other than the company producing or marketing the product.

**Free Range** – USDA has a standard only for poultry and considers access to the out doors enough to meet the definition. There is no standard for beef or eggs. This definition should be considered meaningless.

**Natural** – While there is a definition of natural, because the label has no verification it should be considered relatively meaningless.

## Frequently Asked Questions

### What Is Certification?

Certifications are a means of measuring achievement or progress toward goals.

### What Are the Major Certification Categories?

Certification goals and standards relate to a wide variety of interests and goals. Some certifications focus on a single goal, while others incorporate several goals. Common certification categories include:

- Environment/Organic
- Animal Welfare
- Labor/Worker Welfare
- Fair Trade

### Why Does Certification Matter?

Certifications are important to purchasers’ efforts to “buy what they believe.” Credible certifications enable purchasers to compare and contrast options while ensuring confidence in product claims.

### Who Certifies the Food?

There are three categories of certifiers:

- **First-party** – Producers state that they have produced their products in a certain way. Since no outside

verification applies, buyers need to invest time to assess the validity or trust the producer.

- **Second-party** – A company (often the buyer) certifies that a producer has met a certain set of guidelines. Verifiers have a vested interest, thus the same caveat applies as with first-party certifiers.
- **Third-party** – An independent party with no vested interest in the outcome undertakes an audit to determine if the producer has met set standards. Third-party certifications are considered the most credible.

### What Are the Differences Between the Certifications?

There are many differences between the certifications, both in the goals they address and how they choose to address them, and these are best understood by reviewing the certifiers’ standards and asking questions.

It is important to understand that there are a number of different ways certifiers may choose to address an area important to your organization. For example, in regard to pesticides

certifiers may choose one of several approaches, including:

- restricting the use of all synthetic pesticides;
- restricting the use of pesticides proven to have particularly dangerous long-term effects; and
- restricting the use of pesticides proven to cause dangerous acute effects.

### What Are the Limits of Certifications?

Certifications are not perfect. There are several limitations that are important to note.

Secondly, certifications are generally not related to proximity. If “buying local” is your priority, you cannot necessarily count on a certified food to be local. Your organic oranges may have been shipped to California from Florida.

Currently, there are no certifications that distinguish between large, corporate farms and small, family farms. Though some certifications might be easier to obtain for less industrialized farms, if supporting small, local farmers is important to you, there is currently no third party certification that can directly help.

Finally, from the perspective of many small farmers some certification processes can be expensive and time-consuming. Some small farmers may adopt sustainable practices on their own, but simply cannot afford to participate in certain certification processes.

### What If I Want To Buy Local Products?

Buying local is a great way to support a sustainable food system. Currently, no US certifying body emphasizes locally produced foods. However, some states do have campaigns such as the *California Grown* or *Minnesota Grown* which establish a logo for food items to help your institution identify items that have been grown or raised within the state. If locally grown is a priority for your institution, consider working with small to mid-sized farmers in your region. While some smaller farmers cannot afford to become certified, many are using sustainable growing practices.

### How Can I Tell if a Certification is Credible?

This list of questions is a good starting place for reviewing certifications:

- Does the certification have:
- Clearly stated principles and criteria?
  - Measurable and transparent (publicly available) standards?
  - Third-party verification?
  - Improvements to standards as science, technology and markets allow?

### Which Certification is "The Best?"

There is no one certification that "has it all." The first and most important step in approaching certifications is to identify your own priorities first. Evaluate certifications based on how well they address the concerns important to your organization.

### What If I Can't Find a Certification That Offers What I'm Looking For?

Ask for it! If there are no products available that match your priorities, tell farmers/distributors what you are looking for and specify the quantities you are interested in purchasing. Market demand will drive change and innovation.

### Where Can I Go For More Information?

For an overview of third party certification systems, please see The Consumers Union Guide to Eco-Labels at [www.eco-labels.org](http://www.eco-labels.org).

You can refer to the following third party certifier websites for more specific information on current availability and products certified:

**Certified Humane:**  
[www.certifiedhumane.com](http://www.certifiedhumane.com)

**Fair Trade Certified:**  
[www.transfairusa.org](http://www.transfairusa.org)

**Food Alliance:**  
[www.foodalliance.org](http://www.foodalliance.org)

**Free Farmed Certification Program:**  
[www.americanhumane.org/freefarmed](http://www.americanhumane.org/freefarmed)

**Protected Harvest:**  
[www.protectedharvest.org](http://www.protectedharvest.org)

**Rainforest Alliance:**  
[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

**USDA Organic:**  
[www.ams.usda.gov/nop/indexIE.htm](http://www.ams.usda.gov/nop/indexIE.htm)  
(numerous state level official USDA accredited certifiers exist)

The Health Care Without Harm Healthy Food in Health Care Website contains a wide variety of in depth health care specific news, purchasing tools, educational materials, case studies, reports and related links:

**Health Care Without Harm**  
[www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)



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# A Purchasing Guide to Sourcing Food Produced Without Genetically Engineered Ingredients



**P**urchasers can take the following steps to source foods produced without the use of genetically engineered (GE) ingredients (also called "genetically modified" or "GMOs").

## Step 1: Understanding which foods may have GE ingredients

Only four GE crops, corn, soy, canola and cotton, are widely grown. So most fresh fruits and vegetables, whole grains, beans and other single-ingredient products will not be suspect for GE ingredients. However, thousands of processed foods contain ingredients that are likely to come from GE crops. For example, the soy oil in salad dressings is likely to come from GE soy and corn syrup in puddings or sauces is likely from GE corn (for other common GE ingredients, see sidebar). By assessing the ingredients of the processed foods that your facility buys, you can create a list of foods that potentially contain GE ingredients, and focus your (and your suppliers') attention on these products.

## Step 2: Identifying foods with potential GE ingredients

These four GE crops provide the foundation for an assessment of the foods that your facility buys which may potentially contain GE ingredients. As there are thousands of processed foods (foods with multiple ingredients) that contain ingredients from soy, corn and canola, the list of potential GE foods may be extensive. As a first step, buyers may want to focus on products that are easily identified and for which non-GE substitutes are available. For example, there are many organic varieties of corn tortillas

## GE Crops and GE Food

While only four GE crops are widely grown, these crops—corn, soybeans, canola and cotton—are found as ingredients in thousands of processed foods. Corn syrup, for example, is found in foods from soft drinks to lunch meats. In 2006, nearly 90% of U.S. soybeans were from GE varieties; 60% of corn and at least 50% of canola (mostly from Canada) were also from GE seed. Cotton, used sometimes in food as cottonseed oil, was also over 80% from GE varieties.

Following is a partial list of food ingredients that are often from these crops. Unless suppliers can verify that these ingredients are from non-GE sources (for example, by demonstrating that the ingredients are organically grown, or grown from non-GE seed and distributed via a supplier using a non-GE identity-preservation system), buyers should assume that these ingredients are from GE crops.

- **Corn:** Corn syrup, high fructose corn syrup (HFCS), dextrose (glucose, glucose solids, or d-glucose), sorbitol, maltodextrin, crystalline fructose, cornstarch, modified food starch, cornmeal (masa, grits, polenta, corn flour), corn oil, mono- and di-glycerides, corn gluten, corn bran.
- **Soy:** Soy oil, soy milk, soy protein concentrates, isolated soy proteins, texturized vegetable protein (TVP), soy flour, soy lecithin.
- **Canola:** canola oil
- **Cotton:** cottonseed oil



and chips that can replace GE varieties; safflower oil or other vegetable oils can replace soy, canola or corn oil.

### *Self-assessment*

Once you have identified the products that you purchase that contain ingredients from corn, soy, canola or cotton, you will need to communicate to suppliers your preference for non-GE versions of these foods. You might start by asking for your suppliers' policy on GE food. You can state your preference and ask for specific non-GE products by sending current and prospective suppliers your list of potential GE foods, along with a letter and questionnaire (a sample letter, questionnaire, and Q&A can be found on pages 3 and 4). You may also include a preference for non-GE foods when soliciting bids for future contracts.

### *GPO, Distributor Supported Assessment— Using Your Purchasing Power*

Almost all hospitals and/or their health systems purchase through Group Purchasing Organizations (GPOs) and are supplied by institutional food distributors. Your GPO can help you develop a list of potential GE foods through their direct contracted relationship with large food distributors and other food suppliers. Furthermore, food distributors often have private label products. As customer support, they should help your facility assess the multitude of foods they provide to you.

### **Step 3: Communicating with the supply chain: GPOs, Distributors, Food Service Contractors, and the Food Industry**

Your interests and needs must be communicated to those under contract with your facility. Some suppliers may try to accommodate your request but may not know much about GE foods and may need basic education (many good resources are listed below). Other suppliers may know the concerns but may find it difficult to source non-GE versions of some foods. Purchasers should determine before they contact suppliers their preferred timeline for phasing out current GE food products, and should be prepared to work with suppliers to identify those products for which non-GE versions may be more easily found or created. "House-brand" products may be a good place to start, as suppliers can more easily control the ingredients used for their own private-label foods. Some ingredients are also more easily found or substituted for than others. For example, it is often simple to replace soy or corn oil with other vegetable oils, but it can be difficult to replace corn syrup or soy proteins in some products.

### **Step 4: Verification**

By definition, all U.S.D.A. certified organic foods are verified by third party organic certifiers as having been produced without GE seed. Purchasers can therefore rely on organic as verification of non-GE status.

### **The Non-GE Food Supply Chain**

Suppliers that provide non-GE foods usually do so by systems that separate and/or trace ingredients from non-GE crops through the food processing and distribution chain. Some non-GE producers assure that ingredients are pure through segregation of non-GE from commingled products. This may involve processing non-GE products at different times and cleaning bins and production lines between non-GE and GE batches. Other systems maintain non-GE purity more thoroughly via "identity preservation" (IP). In IP systems, dedicated equipment, storage bins, processing facilities, etc. are used to isolate non-GE products from seed to table. IP systems also often maintain traceability of non-GE foods, so the final product can be traced back to the non-GE seed used on a specific farm. They also may use DNA testing throughout the system, to meet non-GE purity standards.

There are also suppliers that may offer non-GE products that are not organic. Since there is currently no third-party certification solely for non-GE products, purchasers need to use other means to determine the validity of suppliers' non-GE claims, such as:

- requesting written assurance from the supplier that no GE ingredients were used in producing the product;
- requesting suppliers' submit information regarding the means they use to verify non-GE status, such as a review of producers' identity-preservation systems (see "The Non-GE Food Supply Chain" above).

### **Step 5: Practical considerations**

Some suppliers may assert that they would like to provide non-GE versions of their products but that doing so is impractical given their supply chain. It is true that making the changes needed to provide non-GE foods can be complex. Large suppliers offer thousands of products from hundreds of companies, who each in turn use dozens or hundreds of suppliers for raw ingredients. Still, suppliers that offer private label branded products can insist that all of the ingredients used in these products are from non-GE crops. Also, many U.S. food companies, including at least one major institutional food distributor, sells non-GE food in Europe and elsewhere in the world but have not made these foods available in the U.S.

Large companies can exert their buying power to influence suppliers away from GE ingredients. For example, in 2000, reports revealed that Frito Lay had stopped using GE corn by requiring growers to avoid GE seed, while pressure from McDonalds and other large buyers pushed GE potatoes off the market. Health care buyers can support their suppliers in demanding down-the-line changes towards non-GE ingredients.

## Model Letter Requesting Non-GE Foods

A template for this model letter can be found as a Microsoft Word document at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org).

Date \_\_\_\_\_

XYZ Food Service

Street Address

City, State ZIP

Dear \_\_\_\_\_,

As a health care provider, we believe it is important to model a preventive health approach through the food we purchase and serve. Such an approach recognizes potential impacts to our patients, staff, and visitors, and equally to local and global communities from the way in which food is produced and distributed.

Our patients, staff, and visitors want safe food for their families and children. Many consumers are concerned about the use of genetic engineering (GE) in food production, and many doctors and scientists have expressed concerns about health risks from GE foods. For example, an editorial in the *New England Journal of Medicine* stated that the risk of allergies from GE foods is "uncertain, unpredictable, and untestable." Environmental concerns also abound with GE crops. The widespread adoption of GE crops in the U.S. is responsible for a major increase in pesticides used by farmers, and has hastened the spread of uncontrollable weeds, forcing farmers to use even higher rates of toxic chemicals on our food.

In light of the public health and environmental concerns associated with the use of GE foods, and in recognition of our patient and staff preferences, we have decided to avoid GE foods and whenever possible to source foods that have been produced without the use of ingredients from GE crops. We are anxious to work with you towards a plan for determining which foods that you carry contain GE ingredients, and for substituting non-GE alternatives or eliminating these foods from our purchasing. We request your response to the enclosed questionnaire by [due date].

Thank you for your attention to this important concern.

Sincerely,

Your Name

Your Institution

## Sample Questionnaire

A template for this questionnaire can be found as a Microsoft Word document at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org).

Please return by [date] to [email/fax/mailling address]

1. Does your company have a policy on genetically engineered foods?
  - ☐ Yes (if yes, please enclose a copy of the policy with your response)
  - ☐ No
2. Does your company support the customers' right to know if foods are made with genetically engineered ingredients?
  - ☐ Yes
  - ☐ No
  - ☐ We have no position
3. Does your company use GE ingredients in its private label products? (please circle one)
  - ☐ Yes, we use GE ingredients.
  - ☐ No, we prohibit the use of GE ingredients in all of our private label products.
  - ☐ We prohibit the use of GE ingredients in some of our private label products (please specify).
4. Attached is a list of some of the products that we purchase from your company that are made with ingredients from corn, soy, canola, and/or cottonseed (the most widely grown GE crops). We would like to know which of these products are made with ingredients from GE crops, as we would like to avoid products with GE ingredients. For the products listed in the attachment, please indicate if they are or are not made with GE ingredients.
  - ☐ All of the products listed are made with GE ingredients.
  - ☐ Some of these products listed are made with GE ingredients, some are non-GE products (please circle the non-GE products, and see question 5)
  - ☐ None of these products are made with GE ingredients (see question 5)
5. What steps does your company take to ascertain and verify that products exclude ingredients from GE crops, and to identify non-GE products for your customers? (circle all that apply)
  - ☐ We designate in our catalogue which products contain GE ingredients and/or which ones are non-GE products.
  - ☐ We request written assurance from producers who offer non-GE products.
  - ☐ We request information on identity preservation systems or other approaches producers use to assure that their products are from non-GE crops.
  - ☐ We offer certified-organic products as alternatives to products made with GE ingredients.
  - ☐ Other (please specify)

## Questions and Answers on [hospital name] GE Food Policy and Implementation

A template for this Q&A can be found as a Microsoft Word document at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org).

### Q: What is genetically engineered food?

A: For about a decade, companies have introduced genetically engineered (GE) foods into the marketplace. Going beyond traditional breeding, GE technologies artificially manipulate and transfer genes into the food supply that have never before been part of the human diet, producing foods that would not otherwise occur in nature.

### Q: What are the risks of genetically engineered foods?

A: Scientists have raised many concerns about the risks of GE foods, yet there are few long-term studies to assure that consumption of GE foods will carry no adverse

long-term health impacts. Genetic engineering could create new food allergies, unexpected toxins in foods, and hasten the spread of antibiotic resistant diseases. GE crops also create environmental problems and can contaminate natural and organic foods.

### Q: Why is buying non-GE food important to [hospital name]?

A: As a health care leader, it is our responsibility to adopt best practices for the health of our patients, staff, and the community throughout our operations.

### Q: Aren't GE foods approved by the Food and Drug Administration?

A: The FDA has no formal approval

process for GE foods, but relies on biotechnology companies—the companies that profit from the sale of GE crops—to assess their safety. Many GE foods marketed in the U.S. are banned or strictly regulated in Europe, Japan, and other regions.

### Q: How will [hospital name] implement its non-GE foods policy?

A: We are surveying our suppliers and looking for sources that will provide us with non-GE foods. We hope to establish a supply of predominantly non-GE products as soon as is practical. Ultimately we hope to establish a non-GE supplier for all of the foods we purchase.

# Resources

## Resources on GE Food

Available at the HCWH Healthy Food in Health Care  
Website: [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org)

**HCWH Position Statement on GE Food:** This document includes background and scientific rationale for our position opposing the use of GE foods. See the full statement at <http://www.noharm.org/details.cfm?ID=1540&type=document>

**Health Care Without Harm Position Statement on rBGH:** This document includes background and scientific rationale for our position opposing the use of rBGH.

**A Purchasing Guide to Sourcing Dairy Products Produced Without rBGH:** A short guide with background, sample letter, and survey to help assess your dairy supply.

## Some Company Policies on GE Food

In the U.S., **Sodexho** catered a biotechnology industry event on the "benefits" of GE foods, but in the UK, the company states that, "It is Sodexho's policy not to use genetically modified food as part of any meal supplied to our clients or customers." See the full UK statement at [http://www.sodexho.co.uk/uk/en/Images/GMO\\_rcm15-4460.pdf](http://www.sodexho.co.uk/uk/en/Images/GMO_rcm15-4460.pdf)

A group of **Sysco** shareholders introduced resolutions to the company in 2003-05, calling for a report on the company's GE foods and a plan for sourcing non-GE foods. The company's 2003 reply, recommending that shareholders reject the resolution, is at <http://sec.edgar-online.com/2003/09/26/0000950129-03-004776/Section22.asp>

**U.S. Foodservice** is owned by Royal Ahold; Ahold's policy on GE food states that "Ahold believes that consumers have a right to know where their food comes from and how it is made, and that they should be offered a free choice in what they buy. We therefore actively promote labeling of products made with the help of biotechnology." See the full statement at <http://www.ahold.com/page/580.aspx?q5>

The **Whole Foods Markets** grocery chain avoids GE ingredients in its private-label products. The company policy on GE foods states, "Our goal at Whole Foods Market is for all our own company branded products to be created from non-genetically engineered ingredients and processes. When developing products, we will intentionally source non-genetically engineered ingredients... Any Whole Foods Market branded products created with only non-genetically engineered ingredients will be labeled as such... We also encourage our branded manufacturers and producers to create products without genetically engineered ingredients..." See the full policy at [http://www.wholefoodsmarket.com/issues/list\\_biotech.html](http://www.wholefoodsmarket.com/issues/list_biotech.html)

## Institutional Purchasing Policies on GE Food

The City of Seattle School District's policy states that "foods and beverages should, as much as possible, be fresh, locally grown or produced, certified organic, unprocessed, non-GMO (do not contain Genetically Modified Organisms) and nonirradiated, and should not contain additives or preservatives." See the full policy at <http://www.seattleschools.org/area/policies/e/e13-01.pdf#search=%22distribution%20and%20sales%20of%20competitive%20foods%209%2F01%2F04%22>

The City of San Francisco has resolved to "give preference to caterers that avoid GE ingredients" for all city government food purchasing. See the full resolution at <http://www.sfenvironment.org/downloads/library/yengineeredfoodsJuly172000.doc>

## Other Resources on GE Food

### "Your Right to Know"

Andrew Kimbrell, "Your Right to Know: Genetic Engineering and the Secret Changes to Your Food." Earth Aware Editions, April 2007, order online at [http://catalog.earthawareeditions.com/catalog/product\\_info.php/products\\_id/34?osCsid=5f11ac4c02706bd43fc33a9d5f0194eb](http://catalog.earthawareeditions.com/catalog/product_info.php/products_id/34?osCsid=5f11ac4c02706bd43fc33a9d5f0194eb)

### Center for Food Safety

The leading public interest legal advocacy organization working to challenge harmful food production technologies and promoting sustainable alternatives.  
<http://www.centerforfoodsafety.org/geneticall7.cfm>

### True Food Network

A grassroots network dedicated to stopping the genetic engineering of our food, farms and future, and working with others to create a socially just, democratic and sustainable food system.  
<http://www.truefoodnow.org/>

### Union of Concerned Scientists

Working to promote sustainable farming practices while eliminating harmful "factory farming" methods and strengthening government oversight of genetically engineered food.  
[http://www.ucsusa.org/food\\_and\\_environment/genetic\\_engineering/](http://www.ucsusa.org/food_and_environment/genetic_engineering/)

### Greenpeace

Exposes the environmental and health threats from GE foods; has produced "consumer guides" to non-GE foods for over 20 countries.  
<http://www.greenpeace.org/international/campaigns/genetic-engineering/food>

### Pesticide Action Network

Genetic engineering online presentation  
<http://www.panna.org/resources/geTutorial.html>








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# Guide to Poultry Applicable Eco-labels<sup>1</sup>



Eco-label						
Organization		Animal Welfare Institute <sup>2</sup>	USDA	Humane Farm Animal Care	Food Alliance <sup>3</sup>	American Humane Association
Quality of Eco-Label <sup>4</sup>		Not yet rated	Highly meaningful	Highly meaningful	Highly meaningful	Pending
SUSTAINABILITY CRITERIA	Antibiotic Use	No nontherapeutic use of antibiotics. Antibiotics only used to treat individual sick animals	Prohibited	Animals raised on a diet without antibiotics. Antibiotics only used to treat sick animals	No feed additive (non- therapeutic) antibiotics. Antibiotics only used to treat sick animals	In-feed antibiotics may only be given for therapeutic reasons as prescribed by an attending veterinarian
	Arsenic Use	Prohibited in chicken production; small amount allowed in turkey production to treat one specific illness if present on farm	Prohibited	Prohibited-as are all growth promoters	Prohibited	Not addressed
	Animal Byproduct Use	Cannot be fed animal byproducts	Prohibited	Cannot be fed avian protein	Cannot be fed avian protein (Final standards may require all-vegetarian diet)	Feedstuffs containing mammalian or avian derived protein are not permitted
	Use of Cloned Animals	Prohibited; also prohibit genetically engineered animals	Prohibited	Not addressed	Prohibited; also prohibit genetically engineered animals	Not addressed
	Animal Welfare	Detailed space, light, treatment, handling, transport, safety, food and water and housing requirements are included	Access to outdoors required, but animals are not guaranteed continuous outdoor access and can be confined	Space and light requirements; must comply with American Meat Institute Standards for slaughter; must be allowed to exhibit natural behaviors	Space and light requirements; all poultry must be raised in cage free environments; must be allowed to exhibit natural behaviors	Includes requirements for food and water, housing and shelter, space and light, transportation and processing
	Manure/ Nutrient Management and other environmental impact	Limit flock size; require rotational grazing; require health plans that address environmental impacts of pasture management and housing	Not explicitly addressed	Compliance with local/ state/ federal environmental standards is required	Whole farm and poultry specific standards address protection and enhancement of soil and water resources	Compliance with local/state/federal environmental standards is required
	Worker Fairness and Safety	Addressed in part by family farm, pasture and litter requirements	Not explicitly addressed	Not addressed	Explicitly addressed in the required Whole Farm Standard	Not addressed

## ENDNOTES

1. Table contains criteria highlights. In most cases, detailed information on the criteria addressed by each certification standard can be found on the applicable organization's website listed in the resource section. These eco-labels have standards that apply to other meat and in some cases non-meat products.
2. Based on Animal Welfare Approved Standards for Turkeys and draft standards for chicken. Detailed standards for chickens are undergoing final review and will be posted to the Animal Welfare Institute website when approved.
3. Food Alliance is in the development process of a national poultry standard for 2007, for anticipated release in 2008 or sooner. Criteria listed in the table above reflect the intention of the standards as outlined in Food Alliance's Guiding Principles and applied in other animal production systems. Standards are pending for full development process and approval. Questions and comments may be directed to Food Alliance's Certification Director.
4. Based on Consumer's Union Guide to Environmental Eco-labels available at [eco-labels.org](http://eco-labels.org). Consumers Union rates eco-labels based on a number of factors including transparency of information and integrity of the verification process used by each eco-label. This is expected to change over time, as each verification program evolves.

## RESOURCES

### Links to Certification Programs

Animal Welfare Approved

<http://www.animalwelfareapproved.org>

Food Alliance Certified

<http://www.foodalliance.org/certification/index.html>

Free Farmed Certified

[http://www.americanhumane.org/site/PageServer?pagename=pa\\_farm\\_animals\\_ff\\_mean](http://www.americanhumane.org/site/PageServer?pagename=pa_farm_animals_ff_mean)

Humane Farm Animal Care

<http://www.certifiedhumane.org/whatis.html>

Organic Standards (USDA)

<http://www.ams.usda.gov/NOP/NOP/standards/FullText.pdf>

### Other Resources

Consumer's Union Guide to Environmental Eco-labels

<http://www.eco-labels.org>

Food Eco-Labels: A Purchasing Guide

<http://www.noharm.org/details.cfm?ID=1518&type=document>



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# Purchaser's Guide To Sourcing Sustainable Poultry



U.S. hospitals and long-term care facilities buy millions of dollars worth of poultry products each year, mostly chicken. Most is purchased from a few dominant companies—Tyson Foods Inc., Pilgrim's Pride Corporation, Perdue Farms Inc., Jennie-O Turkey Store, Inc. and Patuxent Farms (US Foodservice brand). These companies sometimes produce their own poultry, but more typically contract with growers to produce broilers (chickens raised for meat) and/or turkey indoors, in large-scale

operations<sup>1</sup> also called concentrated animal feeding operations (CAFOs).

Their scale, the effects of concentrating the birds and their waste geographically, and the heavy reliance on routine feed additives such as antibiotics and arsenic compounds, combine to make the typical operations unsustainable. CAFOs are implicated in a wide range of environmental and human health, socioeconomic, worker safety and animal welfare issues.

## Impacts of Large-Scale Poultry Production

**Antibiotics:** Antibiotics are routinely and legally added to poultry feeds in large-scale production. An estimated 70 percent of all U.S. antibiotics are in fact fed to poultry, swine, and beef cattle for nontherapeutic reasons—growth promotion, feed efficiency, and to compensate for the heightened risk of infection in raising animals under confined, often unhygienic conditions.<sup>2</sup> Routine use of antibiotics in animals contributes significantly to the human epidemic of infections from bacteria resistant to antibiotic treatment.<sup>3</sup> Antibiotic-resistant pathogens from these farms routinely contaminate retail meats and can infect consumers handling or undercooking it.<sup>4</sup> A substantial percentage of antibiotic-resistant *Salmonella* comes from use of antibiotics in food animals.<sup>5,6</sup> Farm workers and their families can become directly colonized with resistant bacteria.<sup>7</sup> And, contaminated manure spreads resistance throughout the environment that bacteria inhabit—everywhere.

**Arsenic compounds:** Large-scale producers routinely feed arsenic (in the form of the organic arsenic compound, roxarsone) to at least 70 percent of U.S.-raised broiler chickens, as well.<sup>8</sup> The FDA-approved uses are for growth promotion, feed efficiency and meat pigmentation. Some arsenic ends up in chicken meat, but much of it passes through the birds into chicken litter, typically ending up in soil and water.<sup>9</sup> Organic

arsenic is converted into cancer-causing inorganic arsenic by bacteria in soil in as little as 10 days.<sup>10</sup>

**Poultry Waste:** Large-scale poultry production equals large-scale waste issues. More than 8.7 billion U.S. broiler chickens raised each year will generate an estimated 26 to 55 billion pounds of litter or waste,<sup>11,12,13</sup> also creating a huge disposal problem concentrated in relatively few geographic areas—for example, the Delmarva peninsula, the Appalachian region, the Southeast and the Mississippi Delta.<sup>14</sup> Turkey production is similarly concentrated.<sup>15</sup> Approximately 90 percent of poultry waste is currently applied to fields and cropland as "fertilizer."<sup>16</sup> Also, poultry litter is fed to beef cattle<sup>17,18</sup> and sold as fertilizer in home garden stores.

**Threats to workers:** Poultry growers and workers suffer high rates of eye infections, respiratory ailments, and other health problems, in part from the toxic brew of volatile gases and particles—including degrading manure, antibiotics, bacteria and dust—in poultry barns.<sup>19</sup> One in five poultry workers is injured on the job.<sup>20</sup> Repetitive stress injuries, lacerations and amputations are common.<sup>21</sup> Also, the U.S. Department of Labor found substantial violations of the Fair Labor Standards Act when conducting surveys of poultry processing plants in 1997 and again in 2000.<sup>22</sup>

**Fairness:** Poultry growers and workers are poorly compensated. Nationwide, 71.6 percent of poultry farmers earn below poverty level income for their poultry operations;<sup>23</sup> the average poultry worker with two children living on the Delmarva peninsula, one of the larger poultry producing regions in the US, qualifies for food stamps, low income home energy assistance, Head Start and school lunches.<sup>24</sup> In contrast, poultry integrators (Tyson Foods, Gold Kist, Pilgrim's Pride, etc.) earn a 10-25 percent rate of return on equity.<sup>25</sup> This economic disparity is created by a complex set of factors that ultimately force poultry growers to assume much of the risk, but reap none of the rewards.<sup>26</sup>

**Animal husbandry:** Broilers and turkeys are provided an average of 0.8-1.0 sq. ft. to 3 sq. ft., respectively, in an indoor, industrial-scale poultry operation.<sup>27</sup> Four percent of broilers<sup>28</sup> and between 10-12 percent of turkeys<sup>29</sup> die prematurely from the crowding and unsanitary conditions. Four percent of 8.7 billion birds is 348 million dead chickens annually. Turkeys commonly have their beaks trimmed and are easily injured if moved improperly.<sup>30</sup> Additionally, as a result of intensive genetic manipulation to produce faster growing, uniform birds with large breasts, birds suffer from skeletal, reproductive, heart and circulatory problems.<sup>31,32</sup>



For an in-depth review of the negative impacts of large-scale poultry production see the Health Care Without Harm (HCWH) *Poultry Primer* at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org).

### Sustainable Poultry Production

Though industrialized production has become the norm, there are viable alternative methods of raising poultry that do not rely on the nontherapeutic use of antibiotics or arsenic compounds, animal byproducts in feed, total confinement, etc. and thus are more sustainable. There is no universally recognized definition of the term “sustainable,” however proponents of sustainable agriculture generally suggest that sustainable poultry operations have most or all of the following attributes:

- **High quality feed and water** – No arsenicals, antibiotics, or animal byproducts used as feed or water additives.
- **Proper manure/nutrient management** – Number of animals raised per farm/operation does not exceed carrying capacity of land owned by the individual grower. Poultry waste does not contain arsenic or antibiotic residues; is applied to land at appropriate agronomical rates to avoid exceeding the land's capacity to absorb phosphorus and nitrogen and, if necessary, is stored appropriately to prevent runoff into local waterways.
- **Fair compensation and high labor and safety standards for workers** – Employees are paid a living wage and are provided basic benefits including worker compensation, disability, and unemployment coverage, regular rest breaks and access to adequate medical care.
- **Freedom of association and collective bargaining** – Growers and workers have freedom of association and the right to organize and engage in collective bargaining free from retaliation of any kind by the poultry integrator/buyer; and growers and workers are not barred from access to representatives of organizations assisting them in exercising these rights.
- **Fair compensation for growers** – Companies will enter into transparent contracts with growers that provide a fair rate of return on grower's investment in poultry houses and equipment and whenever possible an ownership stake in the company.
- **Humane animal treatment** – The poultry farm or operation prohibits practices such as: beak trimming, confinement of animals other than to temporarily protect flock health and welfare, cloning and use of genetically engineered animals. If animals are confined, birds are provided adequate space per animal, adequate ventilation, natural lighting and frequent bedding cleanout.
- **Full commitment** – Poultry farm or company is fully committed to producing **all** poultry products to a minimum standard of sustainability e.g., not an operation that uses industrial practices to produce most poultry with a single line of poultry produced without nontherapeutic use of antibiotics or arsenic.
- **Proximate to purchaser** – Poultry farm or company and processing facility is located as close as possible to the customer to allow for purchase of fresh products, minimize energy use and carbon dioxide (CO<sub>2</sub>) emissions related to delivery and contribute to health of the local or regional economy.

### Sourcing Sustainable Poultry

#### *Prioritizing Attributes for Purchasing*

Though all of the attributes listed above are important, we encourage health care purchasers to prioritize the following:

1. **High quality feed and water** – Specifically, support poultry companies that prohibit the use of antibiotics and arsenic compounds in feed or water. **Rationale:** Companies eliminating these practices will not only reduce the associated threats to ecological and human health, but will also likely have had to implement better hygiene, animal welfare and other practices.
2. **Proximate** – Support the closest practicable growers/ companies who, at a minimum, prohibit the use of antibiotics and arsenic compounds in feed and water. **Rationale:** Taking this step encourages the re-diversification of poultry production which would hopefully lead to decreased concentration of waste, healthier rural economies nationwide and reductions in energy use and green house gas emissions.

#### *Formalizing Commitment and Moving the Market*

As large volume purchasers and organizations that contract on their behalf, hospitals and group purchasing organizations (GPOs) can significantly influence the practices of the U.S. poultry industry by expressing a preference for sustainably produced poultry.

The more formalized the purchasing criteria can be within an institution, regardless of the sustainable attributes prioritized, the easier it will be down the line to demand the level of quality sought. This may be accomplished in several ways including adoption of a broad sustainable food purchasing policy, a poultry specific purchasing policy and/or documents used as part of a contracting process such as requests for information (RFIs), requests for proposals (RFPs), product specifications and actual contract language. Even signing the Healthy Food in Health Care Pledge found at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org) and sending a copy to suppliers will signal a commitment to

the market. A growing number of health care systems, U.S. food retailers, food service companies, and restaurant chains have formally adopted similar purchasing priorities e.g., Catholic Healthcare West,<sup>33,34</sup> Kaiser Permanente,<sup>35,36</sup> Whole Foods,<sup>37</sup> Bon Appétit,<sup>38</sup> and Chipotle.<sup>39</sup>

### *Practical Considerations*

#### ■ Product Availability

The foodservice industry has grown to rely on the ready availability of highly processed, uniform poultry products, e.g., the boneless, skinless 4-ounce chicken breasts often recommended by hospital dietitians to ensure control over patient protein intake. While some mid-scale sustainable producers can provide these highly processed, uniform products, smaller scale sustainable poultry operations are more likely to sell whole or minimally processed birds. Small-scale operations may be also less likely to produce poultry year round. Supporting these growers may require hospitals to be flexible and creative in determining how to best use these poultry options for different menu applications or at different times of the year. [Note: The demand for breasts (white meat) of a uniform size has contributed to the intensive genetic manipulation and consequential animal welfare issues already mentioned, as well as, declines in genetic biodiversity among poultry breeds, and some perceived declines in taste.]

#### ■ Cost

By their nature, industrial-scale facilities produce poultry with a low "sticker price" but with high, unseen costs borne by growers, workers, communities and the environment. Sustainably produced poultry is likely to cost more than conventionally produced poultry, but institutions may be able to reduce or offset these costs by: buying directly from local, sustainable growers; providing a market for poultry cuts that may be otherwise underutilized or less desirable in other markets, e.g. using more legs, thighs, and wings in general or just in the cafeteria; and using cost savings achieved in other parts of the foodservice budget to offset increases from purchasing sustainable poultry.

### *Finding Sources of Sustainably Produced Poultry*

As nearly 100 percent of all broilers<sup>40</sup> and most turkeys in the U.S. are produced for companies that rely on industrial management practices,<sup>41</sup> it can be quite challenging for institutions to find adequate supplies of poultry produced to meet even a few of the standards outlined above. Strategies vary depending on purchasing volume, control and power to influence.

Stand-alone hospitals-Individual hospitals are encouraged to:

- Use flexibility in contracts, waivers, etc. to buy poultry from the limited number of growers/ companies who are already producing poultry more sustainably, and

choose the closest practicable source. A short list of mid-to-large scale growers/companies who place meaningful limits on antibiotics and/or arsenic use can be found at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org). A list of more proximate growers that produce on a smaller scale can be found using the searchable database at [www.eatwellguide.org](http://www.eatwellguide.org). [Note: Growers that produce smaller quantities of poultry may be less likely to meet a large hospital's complete supply needs without some level of collaboration on the part of producers. Smaller hospitals may be able to find an adequate supply. Consider using these growers for special events or catering. Call well in advance to confirm available supply and allow time to increase production to meet needs.]

- Communicate a preference for sustainably produced poultry to distributors and GPOs.

Hospital Systems/GPOs-Hospitals and GPOs are encouraged to:

- Contract with the limited number of growers/ companies who are already producing poultry more sustainably, and choose the closest practicable source. See above.
- Support proximate purchasing by making it easier for small to mid-scale growers/companies to bid for contracts using methods such as allowing local/ regional growers/companies to bid for a part of a regional or national contract.
- Communicate a preference for poultry produced without the use of antibiotics or arsenic in feed or water (and/or other sustainability attributes valued by your organization) to all current and potential suppliers.
- Require assurance that poultry has been produced according to your sustainability standards. Purchasers are encouraged to use the information below to avoid being misled by producer claims.

### *Tools You Can Use*

#### ■ Eco-labels

Several eco-labels<sup>42</sup>—Animal Welfare Approved<sup>43</sup>, Certified Organic,<sup>44</sup> Certified Humane Raised and Handled,<sup>45</sup> Food Alliance Certified,<sup>46</sup> and Free Farmed Certified,<sup>47</sup> have been developed to help purchasers identify poultry that has been produced to meet a variety of sustainability criteria. No one eco-label calls for all the attributes outlined herein. However, these eco-labels address a range of issues, sometimes overlapping, but generally complementary, and poultry products sometimes have been approved to carry more than one label. (For more details on criteria required to be met for each label see HCWH's *Guide to Poultry Applicable Eco-*

labels at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org).) There are several advantages to buying poultry carrying one or more of these eco-labels:

- The standards are meaningful.
- An independent third party that has no vested interest in the outcome has audited the producers to determine if they have met the set standards. Reputable certifiers have the expertise and knowledge in these production systems, and know what to look for to verify claims.
- Hospitals will have assurance that their purchasing goals and intentions are being met without extra effort on the part of the institution.

- Purchasers will avoid being fooled by industry attempts at “greenwashing”—disinformation disseminated by an organization so as to present an environmentally responsible public image.”<sup>48</sup>
- The adoption of certification is driven by customer demand, so institutions may have the purchasing power to broaden availability of all certified products.

[Note: Producers are usually the ones to pursue the use of one or more of these labels in order to differentiate their products and demonstrate their commitment, however, purchasers could increase the supply of products that meet a preferred standard e.g., Certified Humane Raised & Handled, by specifying it in contract related communications.]

**Table 1. USDA Approved General Label Claims**

Label Claim	Definition	Independent Assessment <sup>49</sup>
<b>No antibiotics added</b>	Federally recognized terms that mean no antibiotics have been used over the course of the animal's life. Producers may make the claim on poultry product labels if sufficient documentation (an affidavit) is provided to the USDA.	Considered “somewhat” meaningful as the label claim is specific and subject to enforcement under truth in labeling laws, but there is no formal verification that antibiotics were not used.
<b>Antibiotic-free</b>	Considered “unapprovable” by the USDA and banned from use on poultry labels, as existing antibiotic-residue testing technology does not have the sensitivity to verify this claim. <sup>50</sup>	Not applicable
<b>No hormones added</b>	Federally recognized terms that mean that no hormones were used over the course of the animal's life. As federal regulations prohibit the use of all hormones in poultry production, this claim can only be used on poultry product labels if the following statement is included “Federal regulations prohibit the use of hormones in poultry production.”	Though the statement is likely to be true given that the use of hormones in chicken production is illegal, using this label term to market poultry products is considered disingenuous.
<b>Hormone free</b>	Considered “unapprovable” by the USDA and banned from use on poultry and meat labels as all animals produce hormones naturally. <sup>51</sup>	Not applicable
<b>Free range or free roaming</b>	Producers can use this term if they can demonstrate to the USDA that the poultry has been allowed “access” to the outside.	Not considered “meaningful,” in part because the period of access is undetermined e.g., five minutes per day of open-air access is considered adequate for USDA approval to use the claim.
<b>Natural</b>	This label can be applied to products that are only minimally processed (a process which does not fundamentally alter the raw products and contains no artificial ingredients or added colors. The label must explain the use of term, such as “no added coloring or artificial ingredients; minimally processed.”	Not applicable to sustainable farming practices.
<b>No animal byproducts</b>	Though commonly used, there are no government or official standards for this term.	Considered “somewhat” meaningful as the label claim is specific and subject to enforcement under truth in labeling laws, but there is no standard definition for the claim or formal verification.

### ■ USDA-approved general label claims

USDA has approved the use of several general label claims by poultry producers.<sup>52</sup> There is little regulation of these claims, and most are not considered to be very meaningful so it is important to understand what they signify and to recognize misleading claims. In most cases these label claims only address a single production practice such as antibiotic or feed additive use. Of the USDA approved claims listed in Table 1 that can be used to market poultry products (and meat), only two are considered even “somewhat meaningful”<sup>53</sup>—“no antibiotics added” and “no animal byproducts.” The others are listed and assessed for the benefit of purchasers. [Note: At this point in time, there is no USDA-approved label claim related to arsenic use in poultry production.]

### ■ Poultry Survey

A sample poultry survey is available at [www.healthyfood-inhealthcare.org](http://www.healthyfood-inhealthcare.org). Purchasers can use the sample questions to learn more about the products available through an existing supplier. They can also be used as part of an RFI or RFP and the language can be easily adapted for contracts. The sample survey can also be adapted to reflect your institution's purchasing criteria. If your institution works with a particular food distribution company, you can request that the distributor determine which products meet your specifications.

## RESOURCES

The following poultry related documents are available at [www.healthyfoodinhealthcare.org](http://www.healthyfoodinhealthcare.org):

- Feeding Arsenic to Poultry: Is this Good Medicine?
- Antibiotic Resistance and Agricultural Overuse of Antibiotics: What Health Care Food Systems Can Do
- Sample Procurement Policy: Purchasing Meat, Poultry, Dairy and Seafood Without Inappropriate Antibiotic Sample Poultry Supplier Survey
- Supplier Lists for Better Chicken and Turkey Choices for the Environment and Human Health
- Purchasing Guide to Poultry-Applicable Eco-Labels
- Food Eco-Labels: A Purchasing Guide
- HCWH Policy Statement on Antibiotics in Food
- HCWH Position Statement on Genetically Engineered Food

## ENDNOTES

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- 44 U.S. Department of Agriculture, <http://www.ams.usda.gov/NOP>
- 45 Humane Farm Animal Care, [http://www.certified\\_humane.org](http://www.certified_humane.org)
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# Purchaser's Guide to Sourcing Sustainable Coffee and Tea



Coffee and tea production have become increasingly industrialized since the 1970's relying on more chemical-intensive fertilization and pest control techniques and other practices that can have many negative social, economic, and human and environmental health impacts including:

## Socio-economic Impacts<sup>1,2</sup>

- Unemployment, landlessness and hunger among small-scale farmers and coffee pickers made vulnerable by fluctuating world market prices for coffee—at times significantly below the cost of production
- Forced child labor and poor labor conditions, especially for tea workers
- Wages below minimum wage with most profits flowing to foreign investors and not reinvested in the community
- Difficulty of small-scale farmers to obtain affordable financing to cover raw material costs and basic needs while awaiting payment from commercial importers who often wait 60-90 days before paying
- Reliance of small-scale coffee farmers who are not organized in marketing cooperatives on local middlemen and brokers to sell their coffee, which can result in their not receiving their fair share of the final market value of their products—according to the Fair Trade Federation, North American consumers pay \$4 to \$11 per pound for coffee bought from growers for about 80 cents per pound

## Human and Environmental Health Impacts<sup>3,4</sup>

- Conversion of wildlife habitat from highly diverse tropical forests to large monocrop "full-sun" plantations in the case of coffee and, in the case of tea from grasslands, marshes and forested areas to monoculture plantations, causing a significant loss of biodiversity, e.g. full-sun coffee plantations support 90 percent fewer bird species than shade-grown coffee; also the heavy reliance of tea plantations on wood as fuel to dry tea contributes to deforestation
- Degradation and erosion of soil, a particular problem for tea, which is often planted in areas of considerable slope
- Extensive use of and reliance on agrochemicals such as herbicides, fungicides, nematicides, and fertilizers, including some pesticides that are illegal to use in the US and other countries, which can harm workers, wildlife and local water supplies
- Degradation of water quality from soil and agrochemical runoff and from the dumping of pulp leftover from coffee processing

As organizations that purchase, serve or otherwise make coffee and tea readily available to patients, staff and visitors, health care purchasers can help to counteract these negative impacts by:

1. Choosing coffee and tea products that have been certified to carry one or more of the following eco-labels:
  - Fair Trade Certified™ ([www.transfairusa.org](http://www.transfairusa.org))
  - Certified Organic ([www.ams.usda.gov](http://www.ams.usda.gov))
  - Bird Friendly ([www.si.edu/smbc](http://www.si.edu/smbc))
  - Rainforest Alliance Certified ([www.rainforest-alliance.org](http://www.rainforest-alliance.org))
2. Supporting wholesalers and roasters that have a demonstrated commitment to fair trade values as evidenced in the U.S. by membership in the Fair Trade Federation or Cooperative Coffees.
3. Encouraging on-site vendors to take similar steps.

### Certified Products

The eco-labels listed above are not the only ones that purchasers will see in the marketplace pertaining to the sustainable production of coffee and tea products. However, they are the only four considered “highly meaningful” by Consumer’s Union.<sup>5</sup> As such purchasers can be assured that, in addition to meeting other criteria, the products have been verified by an independent third party to meet the applicable standards and that the organizations behind these labels are free from conflict of interest.

Not all standards are applied to both coffee and tea products, and no one set of label standards fully addresses all of the socio-economic and environmental impacts outlined above. Thus, purchasers are encouraged to use the information provided in Table 1 to choose products with complementary certifications to address the gaps. (The more diamonds “♦” the more comprehensive the standard.) For instance, while Fair Trade standards address most socio-economic concerns, and some environmental concerns, the limits to pesticide use are not as restrictive as Organic standards. Organic standards predominately address the use of pesticides and genetically-modified organisms (GMOs), and but do not adequately address some of the other environmental concerns, such as shade management on coffee plantations, or any socio-economic issues. Bird-Friendly certification only applies to

products that are Certified Organic and is used primarily to verify that coffee has been produced using shade management practices. And Rainforest Alliance certification addresses some but not all environmental and socio-economic issues.<sup>6</sup>

### Fair Trade Wholesalers/ Roasters

While buying products that have been Fair Trade Certified is a significant step towards supporting fair trade practices, the label only indicates that the product, in this case coffee or tea, was purchased from the producer under Fair Trade terms and does not certify that the company selling the product is committed to fair trade practices and principles. Additionally, the more direct the link between low-income producers and consumer markets the more likely those producers are to receive an equitable share of the profits from the sale of their product and the more likely workers are to receive fair wages.

By working directly with producers and avoiding exploitive middlemen, “certified” Fair Trade businesses are able to cut costs and pass on a greater percentage of the retail price of coffee or tea to producers. Fair Trade businesses also strive to sell 100 percent fairly traded products, including coffee and tea, versus just carrying a few items for marketing purposes. The Fair Trade Federation (FTF) is the only network of fair trade businesses-retailers, wholesalers, and producers in North America. To become members, businesses must agree to a set of comprehensive fair trade criteria. More information and a current list of FTF wholesalers can be found at [www.fairtradefederation.org](http://www.fairtradefederation.org). Purchasers are encouraged to support these businesses and the small-scale fair trade roaster/wholesalers who are members of Cooperative Coffees, a cooperative importer of green coffee. A list of their members can be found at [coopcoffees.com](http://coopcoffees.com).

### Surveying Suppliers

The following survey can be used by purchasers to identify sustainably produced coffee and tea products as well as wholesalers and roasters who have a demonstrated commitment to fair trade values. As a significant amount of material is used to package and ship coffee and tea products, a few questions about packaging have also been included.

**TABLE 1: HIGHLY MEANINGFUL ECO-LABELS**

Eco-label	Address Environmental Issues		Address Socio-Economic Issues	
	Coffee	Tea & Herbs*	Coffee	Tea & Herbs*
Fair Trade Certified	♦	♦	♦♦♦	♦♦♦
Certified Organic	♦♦	♦♦		
Bird Friendly**	♦			
Rainforest Alliance Certified	♦♦		♦♦	

\* Includes products derived from the Tea plant as well as from herbs commonly used to produce caffeine-free “tea” (Rooibis, Chamomile, Hibiscus, Peppermint and Spearmint).

\*\*Only used on products that are also Certified Organic, and primarily verifies shade management.

# SAMPLE SUPPLIER SURVEY

## 1. Certifications

- a. Are any of your coffee or tea products Fair Trade Certified™? (See [www.transfairusa.org](http://www.transfairusa.org) for more information.)
- Coffee ☐ YES ☐ NO
- Tea (including herbal teas) ☐ YES ☐ NO
- b. If yes, approximately what percentage of the coffee and tea products that you carry is Fair Trade Certified™?
- Coffee \_\_\_\_\_ Percent
- Tea (including herbal teas) \_\_\_\_\_ Percent
- c. For your coffee products that are not Fair Trade Certified™, who produces the green coffee you offer? (Check any that apply and fill in percent of supply. Estimate if necessary.)
- ☐ Small-scale independent farmer(s) \_\_\_\_\_ Percent of supply
- ☐ Farmer cooperative/ Small-scale producer groups \_\_\_\_\_ Percent of supply
- ☐ Estates/ plantations \_\_\_\_\_ Percent of supply
- ☐ Other \_\_\_\_\_ Percent of supply
- ☐ All coffee is Fair Trade Certified™
- d. For your tea products that are not Fair Trade Certified™, who produces the tea for your products? (Check any that apply and fill in percent of supply. Estimate if necessary.)
- ☐ Small-scale independent farmer(s) \_\_\_\_\_ Percent of supply
- ☐ Farmer cooperative/ Small-scale producer groups \_\_\_\_\_ Percent of supply
- ☐ Estates/ plantations \_\_\_\_\_ Percent of supply
- ☐ Other \_\_\_\_\_ Percent of supply
- ☐ All tea is Fair Trade Certified™
- e. Are any of your coffee or tea products Certified Organic? (Check any that apply.)
- Coffee ☐ YES ☐ NO
- Tea (including herbal teas) ☐ YES ☐ NO
- f. Are any of your coffee products Bird Friendly, or Rainforest Alliance Certified?
- Bird Friendly ☐ YES ☐ NO
- Rainforest Alliance Certified ☐ YES ☐ NO
- g. Please complete the table below:

[illegible]



## 2. Fair Trade Business

- a. Is your company a member of the Fair Trade Federation ([www.fairtradefederation.org](http://www.fairtradefederation.org)) and/ or Cooperative Coffees (<http://coopcoffees.com>)? (Check any that apply.)
- Fair Trade Federation ☐ YES ☐ NO  
Cooperative Coffees ☐ YES ☐ NO

## 3. Packaging

- a. Please indicate which of the following materials is generally used to individually package your coffee and tea products. (Check any that apply and indicate the overall percentage of these materials used.)
- ☐ Petroleum-based plastic \_\_\_\_\_ Percent  
☐ Biobased plastic \_\_\_\_\_ Percent  
☐ Paper \_\_\_\_\_ Percent virgin content \_\_\_\_\_ Percent post-consumer recycled  
☐ Foil \_\_\_\_\_ Percent
- b. If you use paper packaging for individual packages, what percentage of any paper-based materials used to package individual coffee and tea products was produced without the use of chlorine or chlorine compounds? (See [www.chlorinefreeproducts.org/marks.htm](http://www.chlorinefreeproducts.org/marks.htm))
- \_\_\_\_\_ Percent
- c. What percentage of the packaging for your individual coffee and tea products is recyclable or compostable according to the Federal Trade Commission Guides for the Use of Environmental Marketing Claims, [www.ftc.gov/bcp/gmrule/guides980427.htm](http://www.ftc.gov/bcp/gmrule/guides980427.htm)?
- \_\_\_\_\_ Percent recyclable \_\_\_\_\_ Percent compostable

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## ENDNOTES

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- 5 For more information, see the Consumers Union Guide to Environmental Labels at [www.eco-labels.org](http://www.eco-labels.org).
- 6 The Bird Friendly and Rainforest Alliance standards are the only certifications that fully address shade management issues.



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